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THIS IS THE 1,347th ISSUE OF

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII. PUBLICATION OFFICE: TORONTO, OCTOBER 3, 1913 No. 40

"Choose GIPSY"
To open tin remove the strip and tap side of lid upwards with the
Produces
A GLOSSY BLACKNESS
easily and quickly without dust or dirt.
GIPSY
REG^D
Paste Enamel
STOVE GLOSS
Replace lid firmly after use

"THIS IS THE STOVE POLISH THEY COME BACK FOR EVERY TIME."

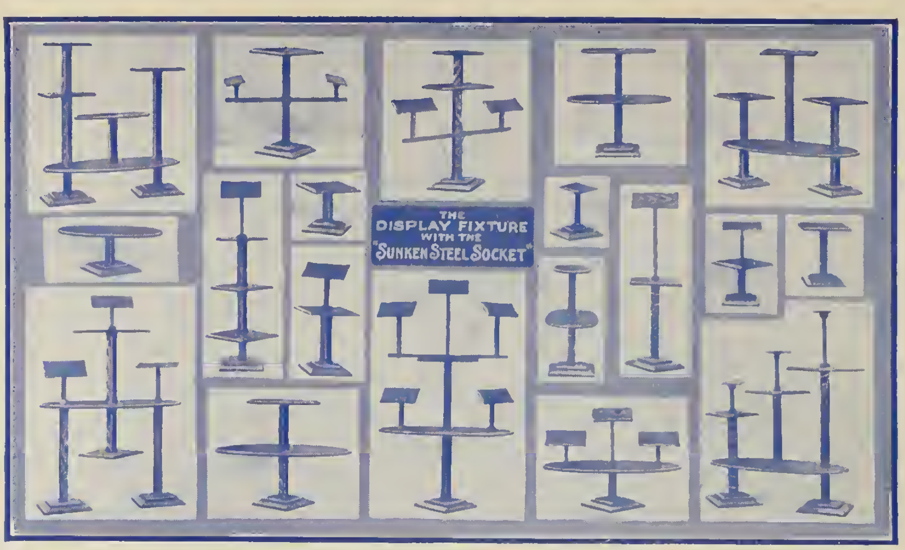
Push GIPSY Stove Gloss and you tie a string to future business. Your customers will remember its intense blackness, ease of polish, and lasting brilliance; its freedom from dust, and the novel double package which aids economy and prevents waste. They will remember too, that GIPSY Stove Gloss costs but 10 cents and where they bought it, because the quality is unusual.

It is easier to sell GIPSY than not to—after the first tin. You can start right away with the assurance that GIPSY will sell. It gives certain satisfaction to the most particular people, and justifies your recommendation every time. Keep good stocks always, but especially NOW, when more GIPSY is wanted because more is used. Order through your wholesaler, or send to us for samples and prices.

HARGREAVES (Canada), Limited,
33, Front Street, E. TORONTO

WESTERN AGENTS:
For Manitoba, Saskatchewan and Alberta:
NICHOLSON & BAIN, Winnipeg, Regina, Saskatoon, Calgary and Edmonton.
For British Columbia and Yukon:
CREEDEN & AVERY, 118 Homer Arcade, Vancouver.
ASK YOUR JOBBER!

SENT ON 30 DAYS TRIAL *(See Note Below)*



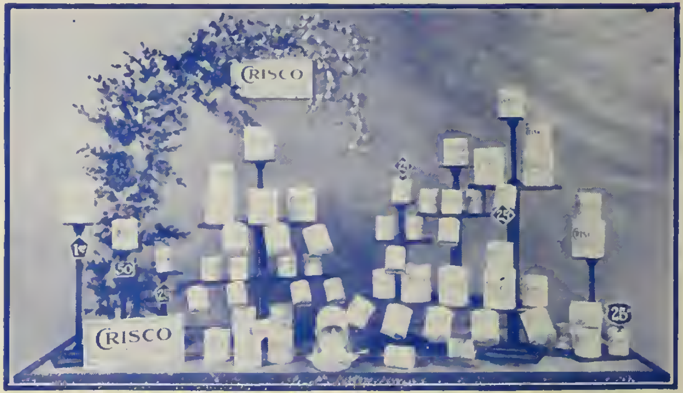
Some Sample Groupings Made With Set No. 20, Which is Made Exclusively for Grocery Store Window Trimming.

Above shows in a very small way a few of the different groups and fixtures that can be made with the assortment of YOUNITS. In each case the fixtures are ABSOLUTELY RIGID and will hold all the merchandise placed on them. The fixtures are put together as you want them, either high or low, or wide or narrow, in other words, you put together a fixture just as you require it, and this is done very quickly, and remember, you do so WITHOUT THE AID OF A TOOL, NOT EVEN A SCREW DRIVER.

There are 89 parts or YOUNITS that constitute the set No. 20 ONKEN Interchangeable Wood Window Display Fixture YOUNITS. All YOUNITS are made of thoroughly kiln dried oak and all metal parts are of cold rolled steel; all YOUNITS are accurately machined so they will fit right, and are interchangeable. When a number of YOUNITS are set together, they form a fixture that is positively RIGID and STRONG. With these 89 YOUNITS you can make HUNDREDS of standard and odd window display fixtures and easily more than 500 window trims, never making any two trims alike. The 89 YOUNITS are put up in a HARDWOOD HINGED LID STORAGE CHEST, (Oiled Finish).

There are no screws, screwing into wood.
The Fixture with "The Sunken Steel Socket."

This Window trim was made with Set No. 20. In making this trim 39 YOUNITS were used of the 89 in the set, leaving 50 YOUNITS that can be used in making other trims and individual fixtures for inside store use.



This window trim was made with Set. No. 20. In making this trim 58 YOUNITS were used of the 89 in the set, leaving 31 YOUNITS that can be used in making other trims and individual fixtures for inside store use.

This window trim was made with Set No. 20. In making this trim 40 YOUNITS were used of the 89 in the set, leaving 49 YOUNITS that can be used in making other trims and individual fixtures for inside store use.

Set No. 20	Large enough for two Grocery windows and inside store use. 89 YOUNITS	$35.00
Set No. 20½	Large enough for one Grocery window and inside store use. 50 YOUNITS	$21.00

Send for Catalog **F.O.B. Hamilton, Ontario, Canada**

Finish Made of select oak in three stock finishes. Weathered, Golden or Antique Oak, in a soft, mellow, waxed finish.

Storage Chest Each set is put up in a hardwood, hinged-lid storage chest (oiled finish). A place to keep the unused YOUNITS.

Book of Designs A beautiful book of photographs showing large sized trims made with ONKEN YOUNITS sent free with each set.

Shipments Made at Once. Every Set Guaranteed Absolutely.

Order Through Your Jobber or Direct. Satisfaction guaranteed or you can return the set within 30 days to Jobber, or Hamilton, Ontario, Canada, and we will pay the return freight.

THE OSCAR ONKEN CO.

Established 33 Years.

No. 788 Fourth Ave., W.
Cincinnati, Ohio, U.S.A.

"Le Calice"
CASTILE SOAP

injures neither fine fabrics or delicate complexions

For the washing of fine fabrics, delicate lingeries, etc., recommend the pure and perfect soap *"Le Calice."*

Le Calice Castile Soap rings as honest and true, as the matchless steel blades of the old Spanish town from which it takes the name "Castile." It is not a tallow soap, positively contains no corrupt animal fat, *it is pure* as oil and skill can make it.

People appreciate this soap because they can rely on its purity and good washing qualities. Substitute no other, Mr. Dealer, if you haven't *"Le Calice"* in stock, get it from your jobber, it will pay you. Made only by Messrs. D. Leca & Co., Marseilles.

ARTHUR P. TIPPET & CO.
MONTREAL Agents TORONTO

Wagstaffe's Mincemeat and Plum Puddings

Mincemeat Season Mr. Grocer

Mincemeat, Plum Puddings, Drained Cut Peel, Orange and Lemon mixed in 1 lb. cartons and 25 lb. Gold Lined Pails.

Mincemeat packed in 1 lb. glass, 2s, 5s, 7s and 25 lb. Gold Lined Pails.

Plum Puddings packed in 1 lb, 2 lb. and 3 lb. crocks. 1 dozen to the case.

REPRESENTATIVES:

W. L. Mackenzie & Co., - -	Winnipeg, Man.
McKelvie & Stirrett, - - -	Calgary, Alta.
Dominion Brokerage Co., - -	Edmonton, Alta.
Shallcross, Macaulay & Co., - -	Vancouver, B.C.
R. S. McIndoe, - - - -	Toronto, Ont.
Gordon Miller, - - - -	Montreal, Que.
H. M. Wylie, - - - - -	Halifax, N.S.

SYMINGTON'S SOUPS

are just ideal where nourishment and warmth and ease of preparation are valued.

Contents of one packet make a quart of rich, nourishing soup, a plateful of which, with bread, offers a delicious, sustaining meal

There are eleven varieties—each distinctive, each delightful

Mulligatawny, Scotch Broth, White Vegetable, Lentil, Pea, Tomato, Ox Tail, Green Pea, Celery, Onion, Mock Turtle

Agents:

F.E ROBSON & CO.
25 Front St. E.
Toronto

B. CANNON & Co., Ltd.
LINCOLN, ENGLAND

PURE GELATINES

Stocks:-Toronto, Montreal, New York.

SOLE AGENTS
FINEGAN & ELLIS
506 Board of Trade Bldg.
TORONTO

BORDEN'S CONDENSED MILK CO.
EAGLE BRAND
Trade Mark of Borden's Condensed Milk Co.
GAIL BORDEN
EAGLE BRAND
Gail Borden
BORDEN'S CONDENSED MILK CO.
NEW YORK U.S.A.

THE products of a perfect sanitary system of production invariably receive the topmost attention of the buying public—and rightly so.

The *Borden* lines of milk products have held this high position for over half a century because they are produced by the *perfect Borden system* — the people know the system and the quality of the products.

Borden Milk Co., Limited
"Leaders of Quality"
MONTREAL
Branch office: No. 2 Arcade Building
Vancouver, B.C.

TRADE MARK
E D S

—the higher quality Catsup—E. D. S. at a lower price than imported goods

Like all other products issued under this well-known brand, E. D. S. Catsup is absolutely pure. Made from whole, ripe, sound tomatoes, the best granulated sugar and the best spices money can buy. No coloring or preservatives are used whatsoever.

The tomatoes are put through two high pressure cold water baths followed by two steam scaldings before cooking.

The result of this careful and sanitary preparation is a palatable, nicely spiced catsup with the rich flavor of the ripe tomato.

E. D. S. Catsup like E. D. S. Jams and Jellies is the prime favorite with the majority. It is unsurpassed by any imported and sells at a lower price.

E. D. Smith & Son, Ltd.

WINONA, ONT.

AGENTS: NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N S.; J. GIBBS, Hamilton.

Make it "Simcoe" Baked Beans

when next ordering a supply

You won't be disappointed

Dominion Canners, Ltd.
HAMILTON, ONT

Royal Shield Western Service

WAREHOUSES AT CENTRAL POINTS

WITH warehouses situated at the most central points in the heart of the best business sections of the great Canadian West, we are in a position to give a service second to none.

Among Royal Shield lines are Teas, Coffees, Baking Powder, Jelly Powder — all the finest quality goods procurable anywhere.

Write to-day for our representative to call, or send for trial order.

Campbell Bros. & Wilson, Ltd.
WINNIPEG

Campbell, Wilson & Adams, Ltd.
SASKATOON

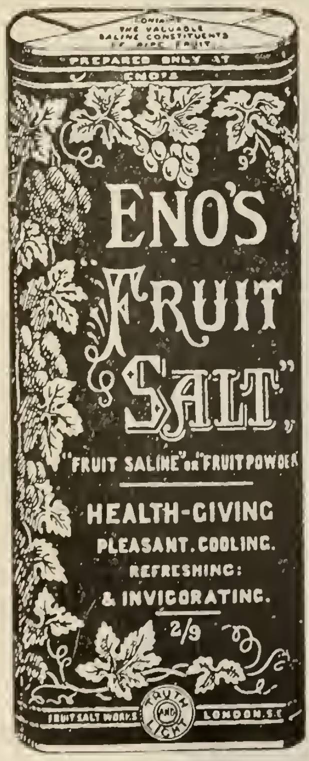
Campbell, Wilson & Horne, Ltd.
CALGARY, EDMONTON & LETHBRIDGE

Campbell, Wilson & Strathdee, Ltd.
REGINA

☛ ***Wholesale Grocers and Importers*** ☚

Every Household and Travelling Trunk ought to contain a bottle of

ENO'S "FRUIT SALT"



A gentle natural aperient that stimulates the organs of elimination.

A delightful sparkling draught that children like, that invalids can safely take without fear of griping or weakening effects.

Travellers need this valuable preparation to prevent sea-sickness, train-sickness, and illness caused by sudden changes of water or climate.

If you suffer from Constipation, Biliousness, or Indigestion, the regular use of

ENO'S "FRUIT SALT"

will promptly correct the disorders and greatly improve your general health.

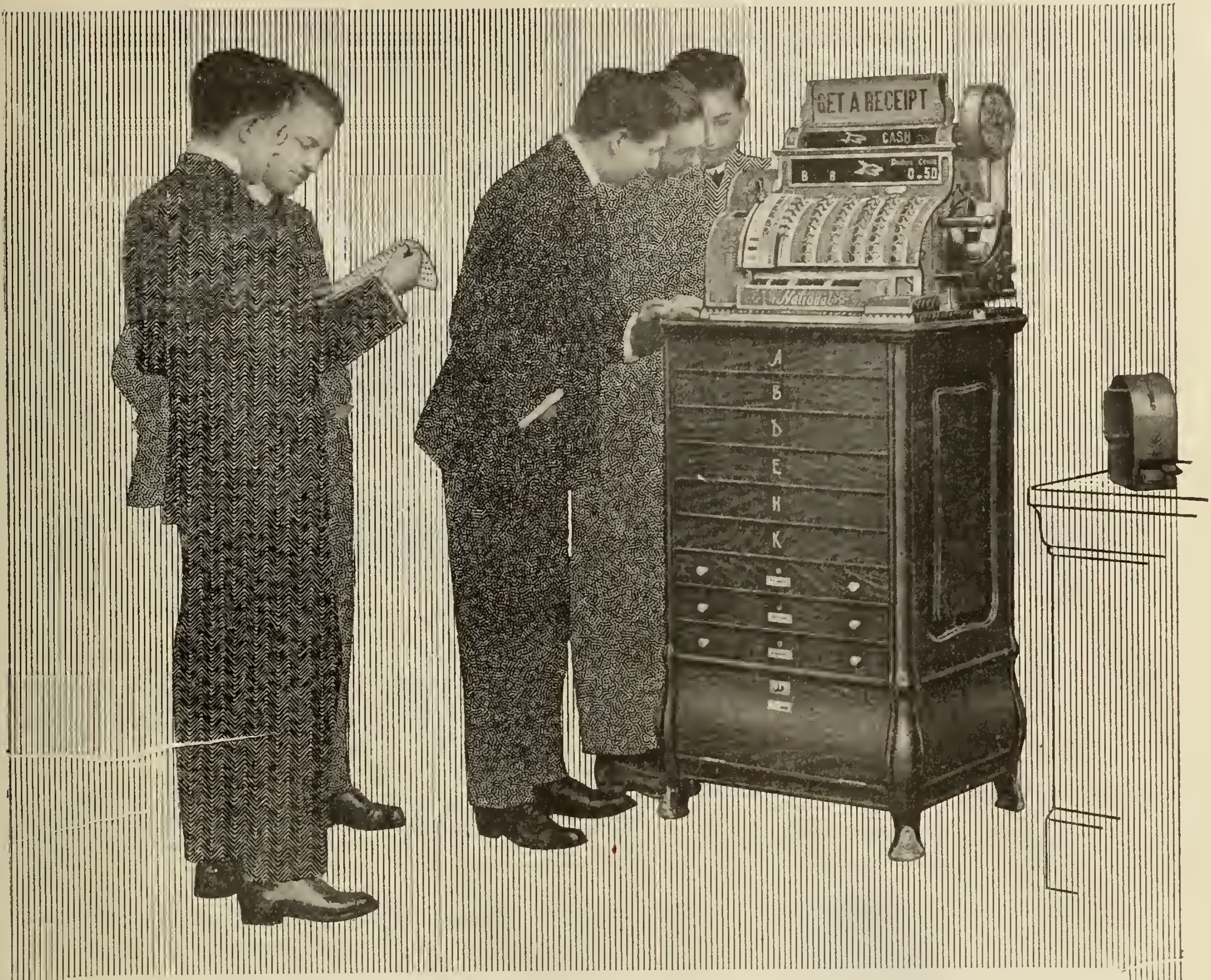
This world-famous aperient has been in use for forty years, and to-day stands unrivalled.

"It is not too much to say that its merits have been tested from Pole to Pole, and that its cosmopolitan popularity presents one of the most signal illustrations of Commercial enterprise to be found in our trading records."

Sold by Chemists and Stores throughout the World

Prepared only by

J. C. ENO, Ltd., FRUIT SALT WORKS, London, S.E.



Who Has the Best Day's Record

When assistants become interested in knowing who has sold the most goods, you have furnished the best incentive for increased sales.

In addition to safeguarding every transaction, the National Cash Register gives a complete record of the work of each assistant. He knows that he positively receives credit for all the work he does.

This encourages industry, honesty and carefulness, and cultivates a friendly rivalry to sell more goods and increase your trade.

Investigate what the National Cash Register built for your size of store will do.

The National Cash Register Company

285 Yonge Street, Toronto
CANADIAN FACTORY: TORONTO, CANADA

ADVANCE-OR RETIRE?

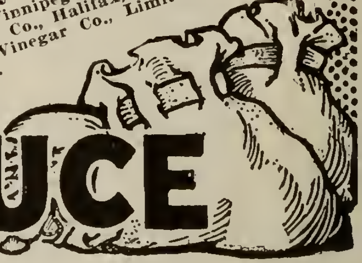
there's no standing still in business

It's lines like H. P. SAUCE that make for progress.

Good Value, Good Profit and Good Advertising—some of you are doing great things through H. P. Sauce. Now how about you?

W. G. Patrick & Co., Limited, Toronto, Montreal, Winnipeg and Vancouver.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Limited, Birmingham, Eng.

H.P. SAUCE



RICE'S SALT

"The Pure Table and Dairy Salt"

Rice's salt has won its spurs from its absolute purity and uniformity. Once you introduce Rice's your customers will come to you for it again. It brings them back.

We ship promptly. Get our prices.

THE NORTH AMERICAN CHEMICAL CO., Ltd., Clinton and Goderich, Ont

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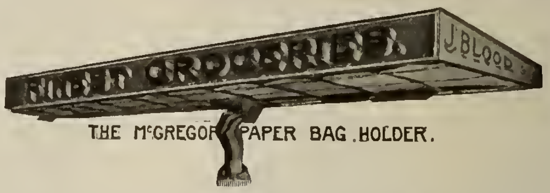


THE McGREGOR PAPER BAG HOLDER.

HOLDS EVERY SIZE BAG FROM ¼ TO 10 LBS.

hangs right above the counter ready for use. Saves time, space and waste in bags. No hole punching or any extra trouble whatsoever, simply lay the bags in their respective compartments. Quicker service a certainty. No up-to-date store should be without one.

Selling Agents for Canada:
KILGOUR BROS.
21-3 Wellington St. W., Toronto

O. P. McGREGOR
Patentee and Manufacturer
411 Spadina Ave., Toronto

WE CLEAN UP EVERYTHING

"Bull Dog" Brand Bleach-O is the best for washing white goods and flannels—removes stains.

"Bull Dog" Brand Ammonia Powder.

"Bull Dog" Brand Chloride of Lime.

"Bull Dog" Brand Borax.

"Bull Dog" Brand Liquid Blue.

"Bull Dog" Brand Liquid Ammonia.

They do the work as it should be done

Whatever work the housewife may have in hand a "Bull Dog" Cleanser is ready to do it. Be it the washing of clothes, woodwork, dishes, tinware, etc., "Bull Dog" Cleansers are popular because they require little exertion on the part of the housewife to make a most thorough cleansing.

Every initial sale means additional sales and you know these "additional" sales mean good business. Get your stock in shape for the demand that will come with Fall housecleaning.

The John B. Paine Company, Limited

65 Pearl Street
Toronto

"SOVEREIGN"

QUALITY BRAND QUALITY

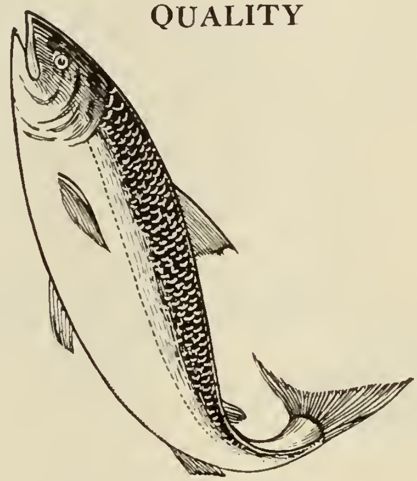
SALMON

QUALITY—NOT PRICE THAT SELLS

IT IS IMPORTANT THAT
RETAIL GROCERS
SHOULD STOCK

"SOVEREIGN" SALMON

Thereby assuring a strong and healthy competition among first class standard brands.



Anglo B.C. Packing Co., Ltd., Vancouver, B.C.

"FINEST GRADE OF SOCKEYE SALMON."

A Proposition That Is Worth While

One that will fill your spare time with congenial work---bringing good money. Are you interested? You are. Well, here are the details.

Throughout Canada is scattered an army of men who are everywhere booking subscriptions for MacLean's Magazine. If you join them you can add very considerably to your regular income. If you are a hustler you will find it will pay you to give all your time to the work.

Some of our most successful salesmen were "spare time men" first.

Write us for terms and full particulars

MacLEAN PUBLISHING COMPANY
143-149 University Avenue, :-: TORONTO, CANADA

MODERN GROCERY EQUIPMENT

Adds an air of distinction to your store
—and

ATTRACTS TRADE.

The "Walker Bin" System

will save 25% of your floor space and also of your expense for skilled salesmen.

Is this worth your consideration?

We manufacture the best in show cases and refrigerator counters.

Write now for illustrated catalogue and estimates.

Walker Bin & Store Fixture Co.,
LIMITED
WALKER PATENTED BINS
Berlin, Ontario

REPRESENTATIVES:
Manitoba: Watson & Truesdale, Winnipeg, Man.
Northern, Sask.: North-West Specialty Co., Saskatoon, Sask.
Southern Sask. and Alta.: J. N. Smith, Box 695, Regina, Sask.
Vancouver: Western Plate Glass Co., 318 Water St.
Montreal: W. S. Silcock, 33 St. Nicholas Street.
Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.B.

WALKER PATENTED BINS

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, New York

A want ad. in this paper will bring replies from all parts of Canada.

Boullion Season is here!

You can fill the wants of your customers for a healthful and invigorating drink at this season of the year. **Brand's Beef Bouillon** contains the fullest nutritive qualities and is made from the best materials, in a cheap and portable form.

Brand's Essence of Beef consists solely of the juice of the finest meats, without the addition of water or of any other substance, very nutritious. Essence of Beef is best taken cold.

Brand's Specialties make a favorable lasting impression wherever introduced.

Brand & Co., Limited

Purveyors to H.M. the late King Edward VII.
By appointment to his Majesty King George V.
Mayfair, - - - - London, Eng.
NEWTON A. HILL, 25 Front St. East, TORONTO
H. HUBBARD, 27 Common St., MONTREAL
McLEOD & CLARKSON, VANCOUVER

BOND'S CHOCOLATES
CARSON'S PASTILLES, GUMS and CACHOUS

The show at the Canadian National Exhibtion, Toronto, attracted considerable attention from visitors from all parts of the Dominion, and those buyers desiring samples and particulars should apply to

MR. J. P. WRIGHT
Queen's Hotel, Toronto

The Barr Account Register has proved itself the greatest investment a Merchant can put into his Business—It pays for itself

The word of one merchant whose evidence any prospective purchaser of a Barr Account Register may have, on enquiry, is that by using this modern one-writing account system he has been able to reduce the outstanding accounts of his customers from $3,000 to $500.

He did it without giving offence to one of them. While he was accomplishing the result stated above his business was growing.

This all goes to show that the Barr Account Register System is a most excellent thing for the man in business, and his customers like it better than the old long-drawn-out way of having accounts rendered to them, and the pay-as-you-please method which is the natural result.

If for no other reason than this it would pay the merchant to install the Barr Account Register. But there are a score of other just as good reasons.

The Barr Account Register is by far the most complete system and device of its kind. INVESTIGATE TO-DAY.

Write to-day for Catalogue and full information

BARR REGISTERS, LIMITED TRENTON ONTARIO

Stock Extracts That Sell Easily

AMONG housewives, Shirriff's True Vanilla enjoys a high reputation for quality. On that account it is easy to sell. And its sale grows larger every month.

Shirriff's True Vanilla is manufactured by our own special process from Mexican vanilla beans. It is aged until its flavor, bouquet and strength are unsurpassed.

There is a good margin of profit for you in selling Shirriff's True Vanilla.

Shirriff's True Vanilla

Imperial Extract Co.
Matilda Street, Toronto

BUY
"Redona" and "Matador"
SHELLED

ALMONDS

The most popular amongst the Grocery and Confectionery Trades

COSMELLI & COMPANY

Packers and Shippers of the well-known Red "C" and Red "B" Fruit Pulps.
Monument Buildings, London, England

The Summer over, Fall and Winter is cleaning time. Show Wonder-Shine. Counter display boxes are silent salesmen.

WONDER-SHINE
SILVER CLEANER FOR SILVER AND GOLD
(STERLING OR PLATED WARE)
NO RUBBING NO WEAR
REMOVES TARNISH INSTANTLY
PRICE 25 CENTS
WONDER-SHINE LIMITED TORONTO, CANADA
INCORPORATED BUFFALO, N.Y.

Wonder-Shine

Cleans without Rubbing.
SILVER, GOLD, PLATED WARE and CUT GLASS
ABSOLUTELY GUARANTEED

25c. size (1 and 3 doz. cases) $2.00 doz.
10c. size (3 and 6 doz. cases) 80c. doz.
(In counter display boxes)

All wholesales or direct to

STUART & FOSTER, Limited
Established 1882
KING AND BERKELEY STS., TORONTO
(Now owning and operating Wonder-Shine Limited)

Order To-Day. Sale Time NOW

Not an Enterprise for the "Quitter"

¶ "If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

¶ "He must know before he begins it that he must spend money—lots of it.

¶ "Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

¶ "Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

Clark's Mincemeat

Isn't it just about the time, Mr. Grocer, that you begin to prepare for your mincemeat trade?

Clark's Mincemeat is Ready for Use

AND

Clark's are Ready for Your Business

Nothing but the finest fruits and spices used in its preparation. Guaranteed absolutely pure.

Packed in Glass. One size only.

In hermetically sealed tins, sizes No. 1, 2, 3, 4 and 5.

In pails, tubs and barrels, 5, 10, 25, 45, 85 and 300 lbs.

Your customers want it. It pays you to sell it.

W. CLARK, MONTREAL

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Brantford Cold Storage Co.
LIMITED
Wholesale Produce Merchants
If you are in need of
HONEY
In any quantity write us for quotations
BRANTFORD, ONT.

Wire us for prices on Currants. We represent Mr. C. Ceroni, one of the best and most reliable packers in Greece.

W. H. MILLMAN & SONS
Wholesale Grocery Brokers
Toronto, Ont.

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents
and Importers
77 York St. - Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

The
Condensed Ad.
page
will interest you

WESTERN PROVINCES.

H. P. PENNOCK & CO., LTD.
Wholesale Grocery Brokers & Manufacturers' Agents.
WINNIPEG
We solicit accounts of large and progressive manufacturers wanting live representatives.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
Saskatoon - Western Canada

Eastern Manufacturers Limited
Manufacturers' Agents,
Saskatoon, Saskatchewan.
Cover Northern Saskatchewan completely. The jobbing trade in Saskatoon, Yorkton, North Battleford and Prince Albert is visited daily. We want to represent you in this large and growing territory.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER and MANUFACTURERS' AGENT.
Trade Established, 15 Years
Domestic & Foreign Agencies Solicited

HOLLOWAY, REID & CO.
Cor. Vermillion Ave. and 5th St.
EDMONTON - ALBERTA
Importers and Manufacturers' Agents
We specialize in Biscuits and Candles
We are still open for a few good Agencies

W. H. Escott Co., Ltd.
Wholesale
Grocery Brokers
181-183 Bannatyne Ave.
Winnipeg, Canada
Branches Covering
All the Wholesale Centres in the West

WESTERN PROVINCES—Continued.

NORTH-WEST SPECIALTY CO.
Manufacturers' Agents
Cover Saskatchewan completely. All large centres visited monthly. Open for agencies for all kinds of Store Fixtures and Specialties. Warehousing facilities.
Suite 109, Willoughby-Summer Block,
Saskatoon, Saskatchewan.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

RUTTAN & CHIPMAN
WHOLESALE GROCERY BROKERS
and
MANUFACTURERS' AGENTS
Fort Garry Court, Main Street.
Winnipeg - Canada

SIMPSON PRODUCE CO. Winnipeg Man.
Will be pleased to discuss with agents or manufacturers of Bakers', Butchers' or Grocers' specialties, the introduction of their lines to the Prairie Provinces—we go direct to the trade or through the Jobbers.
Dealers in High Class Produce and Provisions.
Simpson Produce Co. 248-252 Princess St.
Winnipeg, Man.

LEADLAY LIMITED
332 Bannatyne Ave.,
Winnipeg, Man.
Grocery Brokers & Importers.
"Eiffel Tower Lemonade."
"Foster-Clarkes Cream Custard."

Manufacturers' Agents and Brokers' Directory

(Continued.)

BRITISH COLUMBIA.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

852-6 Cambie St., Vancouver, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

O'Loane, Kiely & Co., Ltd.

WHOLESALE GROCERY BROKERS

CANNED GOODS, DRIED FRUITS, ETC.
CANNED SALMON A SPECIALTY

We cover British Columbia and Alberta

Head Office - - Vancouver, B.C.

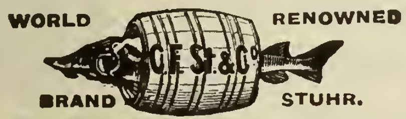
Reference : The Bank of Montreal.

The CAMPBELL BROKERAGE CO.

Manufacturers' Agents and Commission Brokers.

We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.

857 Beatty Street . Vancouver B. C.



STUHR'S

GENUINE CAVIARE,

ANCHOVIES IN BRINE

(Salted Sardels).

In Tins and Glasses.

"Please ask for our offer"

C. F. STUHR & CO., HAMBURG.

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

NEWFOUNDLAND.

The CHAMBERLAIN-DOWNEY Company, Limited.

Wholesale Jobbers & Manufacturers' Agents.

Grocery, Confectionery and Tobacco Specialties.
Correspondence solicited on Domestic and Foreign Lines.

TRACKAGE AND WAREHOUSE,
1214 Homer Street, Vancouver, B. C.

E. O. CORNISH

COMMISSION AGENT

Canned Goods a Specialty

821 Pender St. W., Vancouver, B.C.

McCANN & LANGFORD

Winch Building Victoria, B.C.

Manufacturers' Agents and Commission Brokers.

We can give special attention to a few good agencies. Anything we handle we push

References: Bradstreets, Royal Bank, Union Bank.

T. A. MACNAB & CO.

ST. JOHN'S NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references

Cable address: "Macnab," St. John's.

Codes: A, B, C, 5th edition, and private.

When writing advertisers, kindly mention having seen the ad. in this paper.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

The failure to stock some standard commodity may be the means of a merchant losing trade.

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia.
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

are recognized everywhere as a specific remedy in all cases of headaches, and they can be recommended by every merchant with perfect safety as an effective remedy. Don't lose trade by allowing your supply to run short.

If you don't know them, try Mathieu's Nervine Powders yourself at our expense as per coupon attached.

For all forms of colds Mathieu's Syrup of Tar and Cod Liver Oil is recognized as a safe and effective cure.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name ....

With (Name of firm) ....

Street ....

City or town ....Prov..........

JAPAN TEAS

FURUYA & NISHIMURA

JOHN DIAMOND

458 NORTH THIRD STREET, PHILADELPHIA, U.S.A.

MANUFACTURER OF

Shoe Blackings
Shoe Dressings
Laundry Blues
American Stick Blue
Stove Polishes
Inks, Mucilage and "Ink-Out"
Pure Petrolatum Pomades
Electric Paste Stove Polish

FOR SALE BY ALL FIRST CLASS JOBBERS IN CANADA

Going up in popularity and sales

"Club House" Olives when once introduced to your patrons, just naturally grow in favor more every day. There's a reason and this is it. They are all selected carefully for size, shape and color and are preserved so as to retain their luscious natural flavor. Satisfy the olive taste in your community with "Club House" Olives.

Gorman, Eckert & Co., Ltd.
London, Ontario

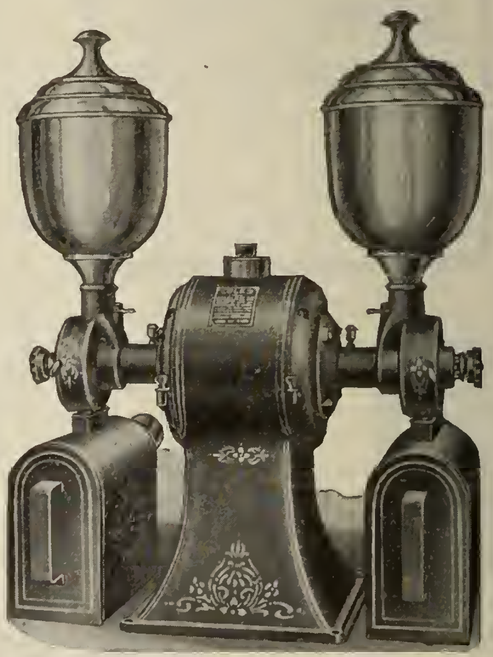
Western Selling Agents
MASON & HICKEY
WINNIPEG

More Than Ever in a Class by Itself

One of our 12 new models. Wouldn't it be a good idea then to look into the Coles? It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.

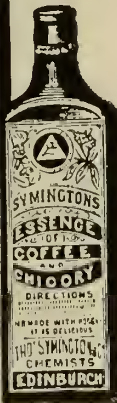


COLES MANUFACTURING CO.
1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

St. Lawrence
Granulated

The best Sugar made 100% Pure Cane Sugar. Have you handled our 20 lb. and 25 lb. cotton bags? Neat and handy packages.



The only Essence that really retains the flavor, strength and fragrance of the best coffee is

SYMINGTON'S COFFEE ESSENCE

Your customers know this, and you will find a steadily increasing demand for our goods. Consistent up-to-date advertising fosters the regularly increasing sales.

ORDER YOUR STOCK TO-DAY

Thos. Symington & Co., Edinburgh and London

AGENTS:—Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver—Messrs. Shallcross, Macaulay & Co.

Purity is first in PURNELL'S

Finest English

Home Made

PICKLES

Finest English Vegetables

With Our Celebrated
PURE MALT VINEGAR

Agents in all Centres

Purnell & Panter Limited
BRISTOL, ENGLAND

RED RIDING HOOD BRAND

5 lb. SLIP TOP CAN

5 lb. SLIP TOP CAN

Samples and Prices from

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta—W. H. Dunn, 396 St. Paul Street, Montreal.
Toronto—Lind Brokerage Co., 47 Wellington St. E.
Ottawa—E. M. Lerner & Sons, 11 York Street.
British Columbia and Yukon—Kirkland & Rose, 312 Water Street, Vancouver.

Tartan BRAND

THE SIGN OF PURITY

"TARTAN Salmon is the highest grade of fish packed. If you want a real trade winner, book up with our travelers for Fall delivery at the lowest price issued in many years.

TARTAN Brand Fruit and Vegetables as far as packed are the finest we ever opened.

Our Travellers have full particulars of all fall goods, Mediterranean Fruits, etc.

TARTAN Brand Spices, Extracts, Jelly Powder manufactured by us of highest quality. Full assortment of Wagstaffe's Jam and Imperial Golden and Silver Grain Vinegar.

When in a hurry for goods, 'phone us and experiment with us. We are the original quick shippers."

BALFOUR, SMYE & CO., Wholesale and Manufacturing Grocers **HAMILTON**

PURE STRAWBERRY JAM
CHIVERS' QUALITY

We are in a position to protect you for your requirements in Strawberry and other Jams, either immediate or future delivery, and can supply you with CHIVERS' QUALITY.

Do not buy the first jam offered you, thinking you will not be able to secure your supplies. We can protect you, and besides guaranteeing delivery we can save you money and give you CHIVERS' Quality.

Our bookings are quite heavy owing to the complete satisfaction given by CHIVERS' goods in the past. Get in touch with our travellers or write us direct and take advantage of our SPECIAL 1913 INTRODUCTORY OFFER ON CHIVERS' LINES.

FENWICK, HENDRY & CO.
Manufacturing Wholesale Grocers
KINGSTON, ONTARIO

You cannot afford to be without one

THE LOWEST PRICED MEAT SLICING MACHINE MADE

"The Imperial"

You cannot slice your bacon, etc., by hand as quick or clean as you can by a machine, and you cannot hope to compete with your neighbor if you have no machine.

The "Imperial" is a wonder. Write now to any of the following:

W. G. Craig & Co., Ltd.
CANADIAN AGENTS
KINGSTON, ONT.

DISTRIBUTORS:
D. S. Robertson & Sons, Ottawa, Ont.
Eby-Blain, Limited, Toronto, Ont.
W. H. Gillard & Co., Hamilton, Ont.
A. M. Smith & Co., London, Ont.
The Howe, McIntyre Co., Montreal, Que.
J. B. Renaud & Cie., Quebec, Que.
G. E. Barbour Co., Ltd., St. John, N.B.
Bauld Bros., Ltd., Halifax, N.S.
Codville Co., Ltd., Winnipeg, Man.
A. Macdonald Co., Ltd., Winnipeg, Man.
Jobin Morrin Co., Ltd., Winnipeg, Man.
Codville Co., Ltd., Saskatoon, Sask.
Codville Co., Ltd., Moose Jaw, Sask.
Macdonald, Cooper & Co., Edmonton, Alta.
A. Macdonald Co., Ltd., Nelson, B.C.
A. Macdonald Co., Ltd., Fernie, B.C.
Kelly, Douglas & Co., Ltd., Vancouver, B.C.

IRISH MILK from Ireland

in one pound Tins

$4.00 per case of four dozen delivered Ontario and Quebec, and $4.60 other points in five case lots.

This is your 10 cent line which you have lost.

Kirkwood & Sons
176 Dupont Street
TOROTNTO

ADS AND SALES

A Study of Advertising and Selling from the standpoint of the New Principles of Scientific Management.

By Herbert N. Casson.

An Invaluable Book for the Manufacturers, Sales Managers, Salesmen, Etc.

This is the first book which has attempted to apply the principles of Scientific Management to the Problems of Sales and Advertising.

Cloth-bound, Limited Edition, 167 pages.

Sent Postpaid on Receipt of $2 to any Address.

Technical Book Department

MacLean Publishing Co.
143-149 University Avenue, Toronto

BANNER L&B BRAND

Repeat sales are forthcoming if the true fruit, the *Banner Brand* taste is there

The genuine goodness in these jams and jellies is the quality that induces the customer to come back the second, third and every other time.

Banner Brand Jams and Jellies

are absolutely pure and every label tells the exact contents. Only the best ripe fruit, pure apple jelly and best granulated sugar are used.

Banner Brand values will interest you. New season's fruits now ready.

Put up in 2, 5, 7 and 30-pound pails and 12 oz. glass jars.

LINDNERS LIMITED
340 Dufferin St., TORONTO
Phone Parkdale 2985

REPRESENTATIVES:
The Amos B. Gordon Co., Toronto; Watt, Scott & Goodacre, Montreal; H. D. Marshall, Ottawa, Ont.; C. A. Munroe, St. John, New Brunswick; W. H. Lyne Usher, Halifax, Nova Scotia and Prince Edward Island; H. Donkin & Co., Vancouver; W. L. McKenzie & Co., Edmonton and Regina; Western office at Winnipeg.

BANNER L&B BRAND

A Thanksgiving Window Dressing Contest

At Thanksgiving practically every grocer makes a special window display. It is a time when there is much feasting and a strong selling window trim means a great deal to the retailer in not only direct results but in permanent advertising. This year the harvest has been good and Thanksgiving should mean much to the live dealer.

CANADIAN GROCER will have a Thanksgiving Window Dressing contest this year. Why not come in on it? You will have a good display. It will mean much to your business. Let it be a help to others. Plan now to surpass your former efforts and to enter it in this contest.

Windows will be judged from the standpoints of Selling Power, Attractiveness and Originality, in the order mentioned.

The competition is open to merchants and their clerks in Canada and Newfoundland.

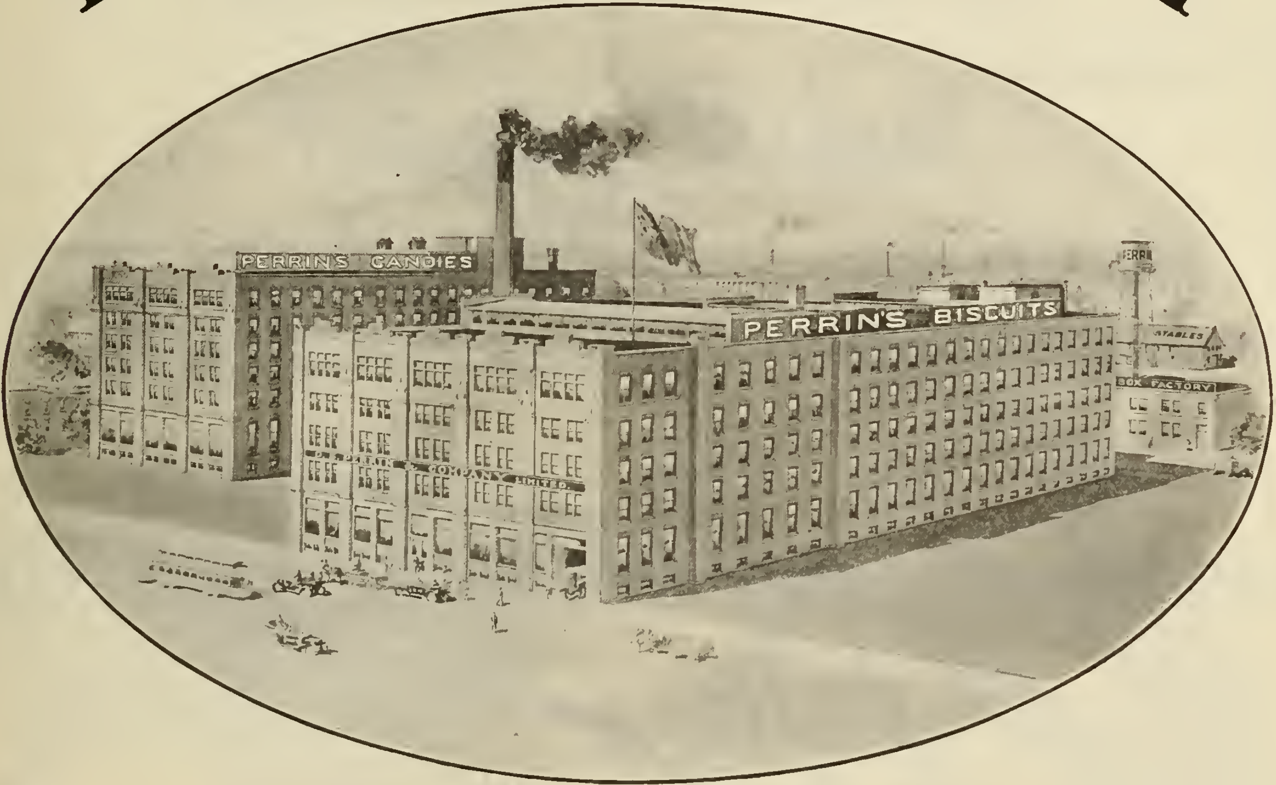
There will be two classes in the contest—Class 1 and 2 with three prizes in each class.

Winners in each class will receive $5, $3 and $2 respectively, making a total of $20 in prizes.

When the time comes see that your photographer gets you a good picture. Write The Editor now for a page of suggestions on photographing the window in order to eliminate reflections. This will be sent free on request.

THE EDITOR, THE CANADIAN GROCER
143-149 University Avenue
TORONTO

THE NEW HOME OF



PERRIN'S BISCUITS

LONDON **CANADA**

Mince Meat Season is Here

Why not stock the best?

Wethey's

Package and bulk

Can be had from your wholesaler.

Western Distributors:

MASON & HICKEY
Winnipeg

Branches: **Regina** **Saskatoon** **Calgary and Edmonton**

White Swan

Guaranteed Specialties

You can always recommend White Swan Products safely. Our unqualified guarantee protects, but the goods themselves always meet the housewife's approval Their ingredients are most carefully selected and are absolutely pure. They are prepared by men who know how, from practical experience.

Order from your wholesaler or direct.

"Surity
of
Purity"

WHITE SWAN SPICES & CEREALS LIMITED
TORONTO **ONTAR O**

"SALADA" TEA

The Public Demand

"SALADA" TEA

Never before has the demand for purity in food and drink been so insistent as to-day. You can always uphold the purity of "SALADA" Tea. Its scientific cultivation, the cleanliness of its preparation, the sealed lead packet, combine to protect the fragrant leaves from all contamination. It's pure, wholesome and delicious—recommend it to your customers — they'll come back for more.

"SALADA"

LONDON, ENG. 41 Eastcheap
BUFFALO 11 Terrace
NEW YORK 198 W. Broadway
TORONTO 32 Yonge St.
MONTREAL St. Paul St.
BOSTON 34-35 S. Market St.
CHICAGO 361 N. River St.
DETROIT Shelby Block

Branches also Pittsburg and Philadelphia

The Home of

"Harvest Brand"

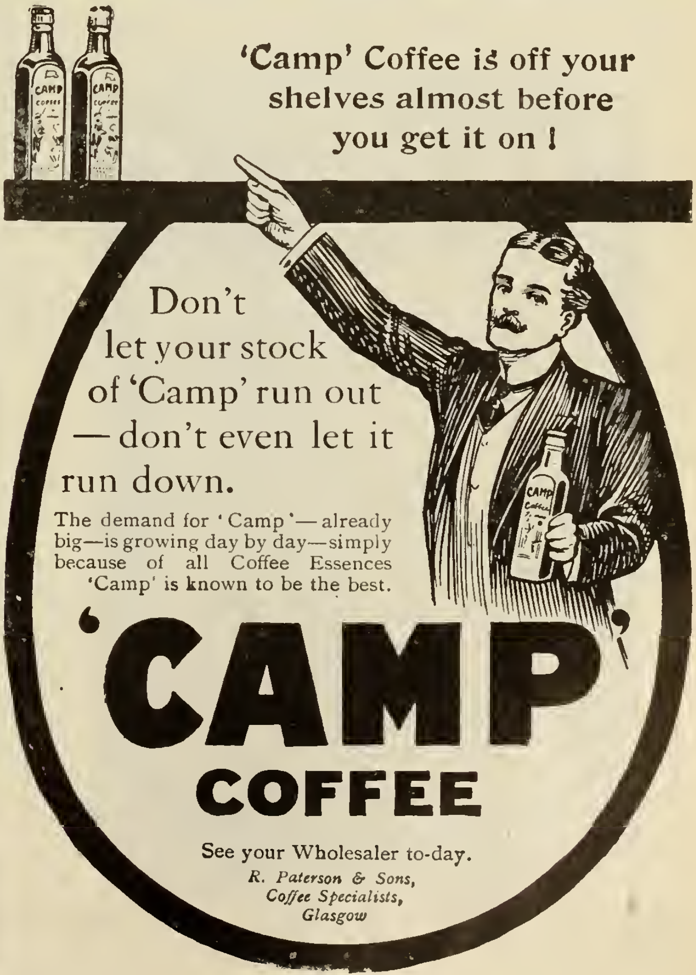
Canned Fruits, Vegetables, Jams and Jellies

Located as we are in the heart of the fruit and vegetable growing district enables caring for the fruit and vegetables the day they are taken from the vines. This, coupled with a sanitary way of handling goods by skilled workmen and by the use only of steam jacketed copper preserving kettles, accounts for the high standard of "HARVEST BRAND" GOODS.

PLACE YOUR ORDER NOW.

FRETZ, LIMITED

Hamilton **Ontario**



'Camp' Coffee is off your shelves almost before you get it on !

Don't let your stock of 'Camp' run out — don't even let it run down.

The demand for 'Camp'—already big—is growing day by day—simply because of all Coffee Essences 'Camp' is known to be the best.

'CAMP'

COFFEE

See your Wholesaler to-day.

R. Paterson & Sons,
Coffee Specialists,
Glasgow

The blue of past and present generations, always reliable, always the best. You'll never offend a customer by suggesting that she use the blue that her mother used before her with entire satisfaction.

FOR SALE BY ALL THE CANADIAN JOBBING TRADE

MAGOR, SON & COMPANY, Limited

403 St. Paul Street, Montreal
30 Church Street, Toronto

Agents for the Dominion of Canada

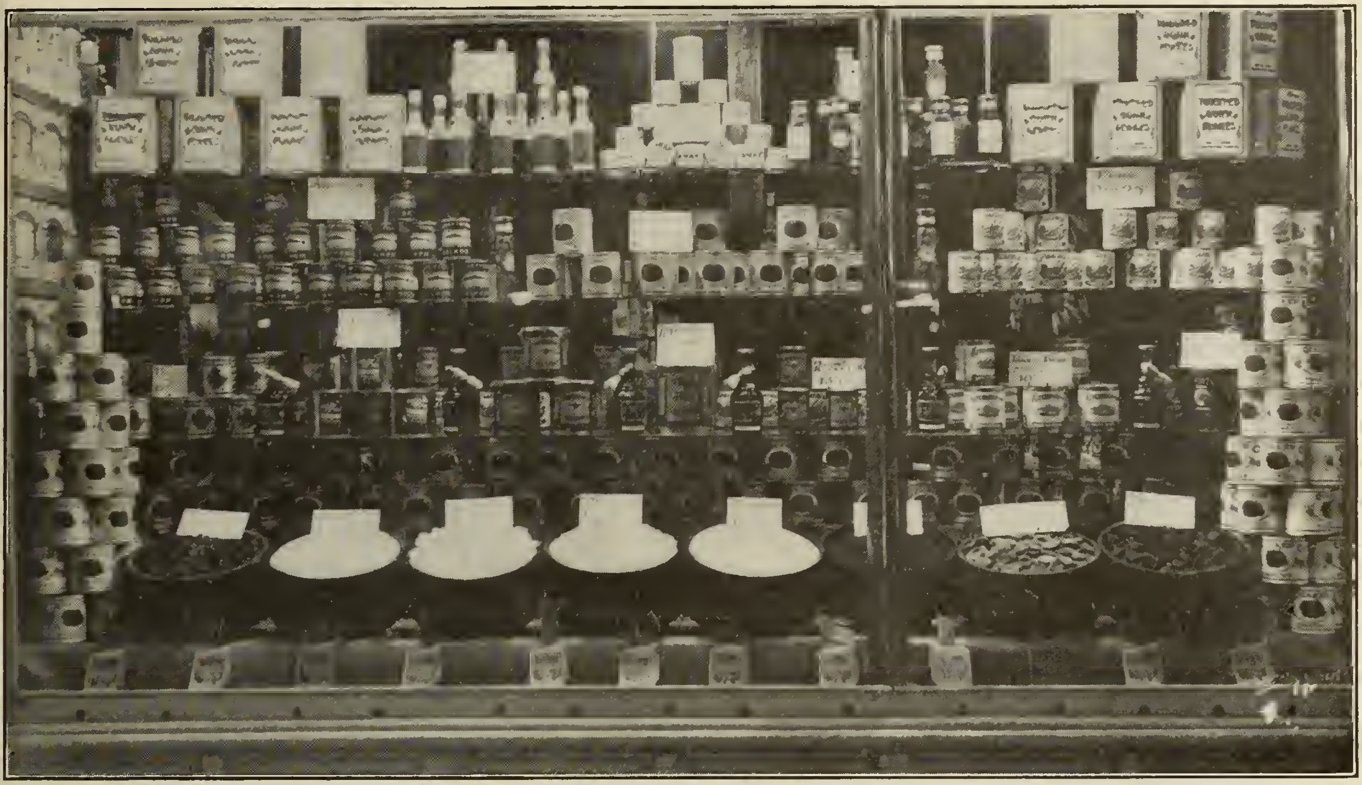
Successful Sales

are those which are backed up with the right goods.

Crown Brand Corn Syrup

once sold to a Customer means **repeat orders.** You can particularly recommend CROWN BRAND to those of your customers who have growing boys and girls. Have you enough "CROWN BRAND" on your shelves?

THE CANADA STARCH CO.
LIMITED
MANUFACTURERS OF THE
EDWARDSBURG BRANDS
Works, Cardinal, Brantford & Fort William, Ont.
Montreal, Toronto, Calgary, Vancouver



A display shown in F. C. Harp's window in Brantford, Ont., which on one day sold $27 worth of goods. It was trimmed by Arthur Harp.

A Display that Created a Splendid Demand

Brantford Window Containing Two Dozen Different Lines Sells in One Day $27 Worth of Goods—The Window Trimmer a Believer in Price Cards—A Disputed Point Arises.

This picture gives a view of a profitable display shown in the "Cash Bargain Grocery" of Fred C. Harp, Brantford. It was trimmed by Arthur Harp. As will be seen the goods are arranged on a series of glass shelves, at the back of the window, with pails of sugar, dried peaches, prunes, etc., in the foreground. The sides, it will be noticed, and most of the background, are taken up with canned goods.

This is a window which was striking in the systematic arrangement and variety of the goods. Some window dressers would probably disagree with Mr. Harp, and declare that the window was too much filled up, that it contained too many varieties, that it was too, "stocky."

It Sold the Goods.

Mr. Harp, however, claims that the results indicated that on this occasion his theory was a commendable one, and that the public passing by, had their attention caught by the display and remained to study it. As proof, he declares that on a single day sales amounting to over $27 were made directly attributable to the showing of the goods in this window.

A great many grocers believe in displaying only one line of goods in the window, or at most associated lines. Other window trimmers do not agree always with this. A case in point is the above photograph of the F. C. Harp window, of Brantford, Ont., in which are some 24 different lines, not all of them associated. The results from this display were watched closely and it was found that on one day $27 worth of goods were sold from it.

What do other window trimmers think of it? If you got busy to dress a good window — not in connection with any particular season or event —would you use one line or several? Which do you think gives the better results?

Canadian Grocer would be pleased to hear from any in the trade on this point.

One of the features which added to the value of the display in Mr. Harp's opinion, was the liberal use of display cards with prices marked upon them. A glance will show this. For instance, at the left near the top is one card marked "Salmon, 2 for 25 cents." Near it is another, "Tomatoes, 2 for 25 cents," and a third, "Peas, 2 for 25 cents." Others are: "Pork and Beans, 10 cents,"," "Maple Syrup, 25 cents.," "yellow sugar, 19 lbs. for $1," 5 lb.pail pure jam 45 cents," etc. In fact there was not a single display card in the window that did not have the price attached in large plain letters.

Every Line Sold Well.

To Canadian Grocer, Arthur Harp said:—"I can safely say that of the twenty-four different lines of goods shown in this photo, I don't think there was one line that did not sell well. I think that price tickets are the only things to use. I never put an article in a window without the price being on it."

How Other Grocers Do Things

CURTAILING CREDIT TIME LIMIT.

The merchants of Salmon Arm, B.C., have got together and decided to curtail the time limit in which accounts shall be paid. The following advertisement which they inserted in the local paper explains fully their new regulations, which certainly appear to be fair to everybody:—

NOTICE.

"At the last meeting of the Retail Merchants of Salmon Arm, it was decided unanimously to adopt the credit system in vogue in all the progressive towns and cities of the Dominion. Commencing October first, the undersigned merchants of Salmon Arm will give thirty days credit on approved accounts, but, without exception, must be settled not later than the fifteenth of the month following purchase of goods, and until such time as any over due accounts are paid all parties will be expected by all merchants to pay cash, until account is paid, when they may be granted a further line of credit, as before.

"We believe this system will be for the best interest of buyer and seller and has been forced upon us by curtailment of terms of credit now allowed us by wholesalers.

"We fully expect the reduction in prices made possible by this system will appeal to all:—R. W. Holliday, R. J. Glasgow, S. J. McDiarmid, R. K. Scales, F. H. & H. C. Pardey, S. M. McGuire, F. Slough, A. Bedford, H. C. Jacques, Ford Tyler, Greenaway & Tweeddale, Ruth, Warren & Carroll, Ltd., W. A. Palmer.

* * *

SPICE DISPLAY IN COUNTER.

In the Duff store on York street, Hamilton, Ont., is a long oak counter with a section in the top about three feet by four feet chiseled out and inlaid with a heavy piece of plate glass. Beneath this is a drawer which pulls out to the rear of the counter and on top of this may be placed a display of goods which do not require a great deal of room. The drawer is then slid into the counter.

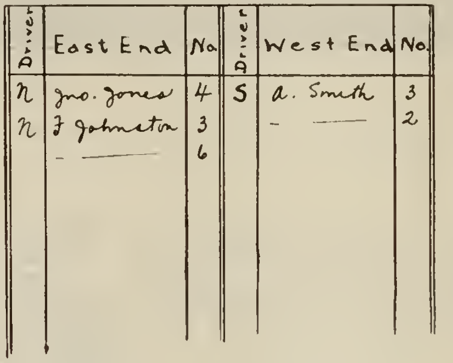
Just now Geo. H. Duff, the manager has a most inviting display of spices in this counter drawer. Samples of the various kinds are placed on small round paper doilies with fringed edges, with a pile of mixed pickling spice in the centre with sticks of cassia and cinnamon in circular form around the outside.

This display has two features. It is seasonable and it is in a conspicuous place. Every customer coming up to the main counter in the Duff store must see it. It tenders a suggestion to the purchaser of other goods and its neat arrangement will go a long way towards creating a desire on the part of the customer to buy.

* * *

MAKING DRIVERS RESPONSIBLE.

Practically every grocer agrees that mistakes in delivery cause more annoyance than anything else. Systems are many and varied to prevent these mistakes and a large percentage of these are being worked effectively. Here is another. J. W. Milling, a Napanee, Ont. grocer, places the responsibility of safe delivery on his two drivers. These young men must see that before leaving the store with the wagons they have the proper number of parcels and that no person's goods have been missed.



Driver	East End	No.	Driver	West End	No.
n	Jno. Jones	4	S	A. Smith	3
n	J Johnston	3		- ——	2
	- ——	6			

Driver checks over every customer's name and number of parcels going to each before leaving the store.

The accompanying drawing shows the working of the system. Behind the main counter is a sheet tacked up against the shelving ruled as indicated. The left hand side is devoted to East End deliveries, and the right, the West End trip. The drivers initial appears in the first column, with the name of the customer in the second and the number of parcels to go to each in the third. Before the drivers leave the store they must check over this sheet to see that every customer's goods are on the wagon and that there are the proper numper of parcels in each.

* * *

AN EDUCATIVE HONEY DISPLAY.

What insect is given credit by most scientists for the display of the greatest "intelligence" (or instinct) in working out their plan of existence? The bee, as is the dog in the animal world.

But the ways of the bee and the beeman are little known to the buying public.

A Stratford grocer, W. J. McCully, believes that the "ways" of the bee are interesting enough to attract attention and a representative of Canadian Grocer, a few days ago was held by the display in his window as have been rundreds more.

He was showing beautiful clover honey, extracted and in the comb, and he had bottles of this, and combs set up in varying sizes, on the floor and on glass shelves. But in addition he placed a frame partly filled with a thin strip of what is known as "foundation," labeling it "wax foundation ready to be drawn out by the bees." Another frame was nearly filled with the wax now made into cells and ready for the honey.

On the other side was a frame with the cells filled on each side with honey but "capped over," that is, covered with wax to prevent it coming out, and also to mature it. Besides this was a frame taken from the honey "extractor," showing the cells cleared out (by the suction of air when being whirled around in the extractor) and still wet and glistening. These were labelled "Honey before extracting," and "after extracting."

The whole window epitomized the history of honey making, and drew custom from passers-by whose interest had been aroused and intelligently satisfied.

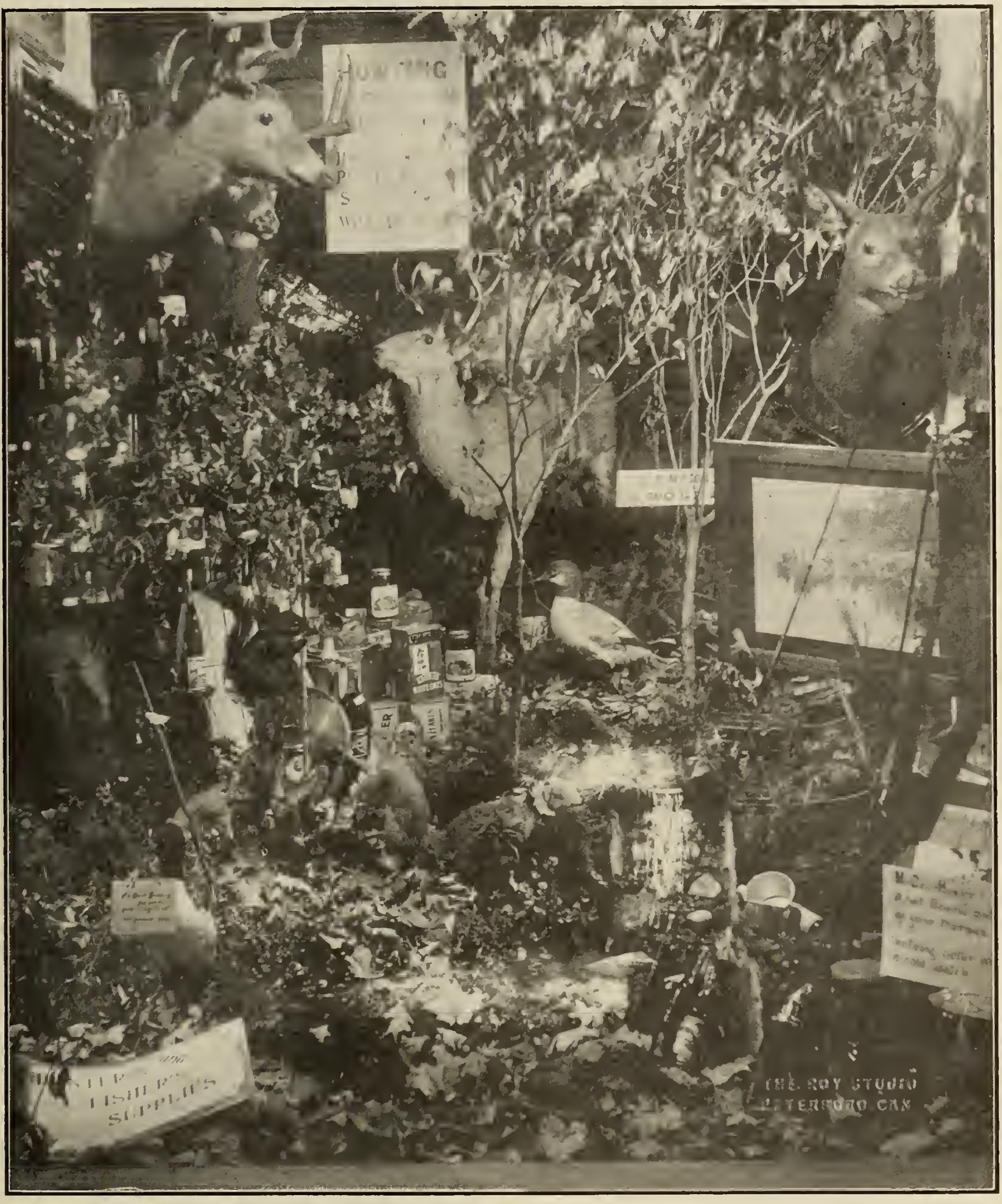
A neat show card called attention to the new stock as follows:

Finest quality
White Clover
1913
Honey
COMB
and
EXTRACTED.

* * *

NEW CARTAGE TARIFF.

The Board of Railway Commissioners say they have no jurisdiction in the matter of cartage service of railway companies. This was the answer given to the railway representatives at Ottawa, who asked that a new tariff, beginning October 1 and ending January 1, be ratified. The new schedule, which applies to Winnipeg, Toronto, and other places, calls for a charge of 3 cents per cwt. instead of 2½ cents now charged.



Hunting goods window shown by E. F. Mason, Peterborough, Ont., last fall.

A SPLENDID HUNTING SEASON WINDOW.

The duck, partridge and bear hunting season is with us, and the deer season will be open in most provinces less than a month hence.

What better opportunity has a grocer to get some good substantial advertising than by dressing a window to catch the eye of the hunter? It will not only do this, but it attracts other people's attention as well.

The accompanying window was shown a year ago by E. F. Mason, a Peterboro, Ont., dealer, and a glance at it shows an elaborate trim. It was dressed well into the store, about 12 feet from the glass. To the front are hunters' grocery supplies and cooking utensils. To the right a small pool of running water flowing down an incline over a small fall to a larger pool. This together with moss-covered stones, autumn leaves, evergreens, stuffed deer, wild duck and grey and black squirrels made a most realistic scene.

There were also some fishing rods and a couple of rifles in the window.

Meat extracts, soups, tea, coffee, cocoa, bacon, biscuits, pickles, etc., would be appropriate lines to show in such a trim.

The CANADIAN GROCER

Established 1886.
Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED
John Bayne MacLean - - President

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto. Atabek, London, Eng.

OFFICES:

CANADA—
Montreal—Rooms 701-702 Eastern Townships Bank Building. Telephone Main 1255. O. S. Johnston
Toronto—143-149 University Ave. Telephone Main 7324.
Winnipeg—34 Royal Bank Building. Phone Garry 2313.
Vancouver, B.C.—2649 Third Ave. West, H. Hodgson.

UNITED STATES—
New York—R. B. Huestis, 115 Broadway, New York, Telephone 8971 Rector.
Chicago—A. H. Byrne, 140 South Dearborn Street, Room 607. Phone Rand 3234
Boston—C. L. Morton, Room 643, Old South Bldg. Phone Main 1024.

GREAT BRITAIN—
London—88 Fleet St., E.C. Telephone Central 12960. E. J. Dodd.

Subscription: Canada, $2.00; United States, $2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, OCTOBER 3, 1913

HOG PRODUCTS ON THE DECLINE.

The trade, generally, will welcome the collapse of the high market in hogs and the prospect of a lower level for hams and bacon. Packers and retailers agreed in the feeling that the live weight figure was too elevated to enable the products to reach the consumer at a price that encouraged business. Had the upward movement been maintained there undoubtedly would have been a repetition of conditions in salmon and some canned vegetables this year, where sales fell as the result of prices a large percentage of the public refused to follow.

A well-known packer discussing the situation with Canadian Grocer ventured the prediction that prices would go still lower than the present $8.75 (Toronto) that ruled the mid-week market. This is about the same as a year ago, but the market then dropped nearly $1 before the year's close.

However, this course might be offset by a greater scarcity this year on local markets, were it not for the fact, as he puts it, that not a carload of provisions has been shipped West in a month. He goes further, and declares that the West will be sending provisions East before Christmas. Thus the narrowed market would be forced to the inevitable lowering of prices. Such a condition as at present holds the provision market under its control has not obtained, for over ten years, and with little ground for anxiety, the merchant can now watch the market with keen interest.

* * *

THE ANNUAL FALL NUMBER.

Next issue of Canadian Grocer, Oct. 10, will be the Annual Fall Campaign Number. This issue comes at a time when majority of grocers are considering their fall, Christmas and winter buying and selling, and in view of this will be of considerable value to the trade.

The number will contain many practical articles dealing particularly with the selling of goods. Included in this is every form of salesmanship—personal, window display, interior arrangement, newspaper advertising, show card writing, etc., etc. The articles have all been secured first hand from the merchants themselves. There is no theorizing but all good practical suggestions.

Several of the illustrations include splendid fall and Christmas goods windows. These convey ideas of practical value which will bear considerable study.

Every reader should look forward to the next issue and see that he gets it. He can well afford to allot a substantial portion of his time to reading it—both reading matter and advertisements.

* * *

THE ODORLESS ONION.

We have long since had the seedless orange, the horseless carriage and the spineless cactus. With these we have been familiar for a good many years.

But now we have some one come forward to tell us that the odorless onion is on the way. Would you believe it?—an onion you can eat with perfect safety before attending the theatre, the fraternal society's ball or the prayer meeting?

It is said this heaven-born vegetable has been produced by a cross between a Bermuda and a Golden Yellow after a great many experiments by an Ohio horiticulturist. Should the future demonstrate that our Ohio gardener has really made this great discovery, his name will surely go down into the annals of fame as a heroic liberator of the human race and a great friend to society.

The odorless onion! And how would it benefit the retailer? Will he not now be able to keep the onions in the butter box, in a chest of tea, in the spice receptacles or on the cheese without fear of imparting their flavor to the other goods? No more will the delivery boy get a scolding from the housewife because the butter tastes of onion! These troubles will soon belong to the past.

If someone would now only invent an odorless coal-oil, wouldn't this old earth be heaven itself?

* * *

THE ENORMOUS PEACH CROP.

After five months of the busiest season in the recollections of the grey-haired veterans, the fruit commission men are planning a long snooze, or an autumn holiday, or a casual glance at urban life outside the wooden walls of the Toronto fruit market. The twenty hours a day on which some have been celebrating the bumper crop of tree-and bush and vine-grown products hav ienduced an advanced stage of weariness of the flesh.

Viewed from any standpoint the fruit season of 1913 must be judged a success. Peaches and plums especially have been a huge crop, the former the best in over 30 years. Only a few days ago, after weeks of a constantly increasing supply, was the market glutted to a point where a sacrifice was a saving necessity, and the grower had to be content with 15 cents a basket or let them rot upon the trees. At other times all parties secured a fair profit and no torrid weather induced rapid destruction en route or on the market, or in the store. Exportations of 500 carloads from the Niagara Peninsula into United States helped relieve what otherwise might have swamped the fruit market and its activities. As it is, besides immediate profits on sales, the grocer will have a potential business of large proportions in the lower prices in preserved and canned goods as the aftermath of a plenteous harvest of fruit, and of many vegetables as well.

* * *

THANKSGIVING WINDOW CONTEST.

Thanksgiving comes this year on October 20. As usual, this is on a Monday, which, since it follows closely on the heels of Saturday, is a particularly good day for the retail grocer. Thanksgiving is therefore only two weeks distant. Canadian Grocer readers will remember our Thanksgiving contest in window display which was announced some weeks ago. Twenty dollars in prizes are given away. It should, too, be remembered that dealers and clerks in the smaller centres do not compete with those in the cities over 10,000 population. There are two classes to the contest, with three prizes in each.

Thanksgiving lends itself particularly well to good display. It is a time when there is much feasting and therefore the grocer is the first merchant who benefits. When you have your best Thanksgiving display in get it photographed and enter it in the contest. Whether or not you're in the money you will be a better window trimmer by having come in. Plan now.

LABELLING FRUIT JAMS.

A new regulation under the Adulteration Act has been adopted by Order-in-Council in connection with fruit and fruit products. This enacts that when jam, jelly, marmalade, etc., are prepared from two or more varieties of fruit, the first named on the label shall be the fruit that is present in largest amount. Thus a jam made from raspberries and apples shall be labelled ''raspberry and apple jam'' only if the weight of raspberries used exceed the weight of apples; where the apples are the heavier, the label must read ''apple and raspberry jam,'' or ''apple jam flavored with raspberries,'' or otherwise, in such a way as to make it clear that raspberries are not the chief constiuent.

This regulation does not apply to ''compounds'' which still must retain that name on the label, but to ''blends,'' or ''mixtures'' as they sometimes are termed, containing pure fruit and sugar, and appears to be designed to prevent any public misconception as to the proportion of the various fruits that have been blended.

CONVENIENCE VS. ECONOMY.

Still another ''co-operative'' movement has come to an end. This time it is in Brooklyn, New York, and the Evening World of that city expounds a great truth in an editorial dealing with the failure when it says that ''the American housewife won't have economy if she must give up convenience.'' The World under the heading ''The Housewife Makes Her Choice,'' says:—

> ''The farm to family'' co-operative market experiment in Brooklyn has come to an end. Its sponsors profess to be satisfied with what they claim it has proved, namely, that farm products can be shipped directly from the farm to the consumer without the meddling of commission merchants and middlemen at a saving of 50 per cent. in household expenses.
>
> ''Just the same the fact remains that the venture has failed, temporarily at least, because it cannot support itself. Its managers admit it can't go on unless they can get some organizer from England where they understand these things and are able to make $600,000,000 worth of yearly co-operative business pay five per cent. interest with a twelve per cent. patronage dividend besides.
>
> ''The main trouble in Brooklyn has been that folks wouldn't go to market. With only three deliveries a week from the co-operative store, a housewife had to put in her orders for two days at once instead of running to the telephone morning, noon and night, as may suit her convenience.
>
> ''Convenience—there lies the trouble. All optimistic experimenters with the co-operative market idea in Brooklyn and Staten Island will find themselves sooner or later up against the same difficulty. People hereabouts will not go marketing in any numbers on the old-fashioned plan ahead, take-your-basket and seek-the-best-price plan. Telephones and ''free'' delivery have utterly spoiled them for that particular kind of thrift. Our habits in these respects may be extravagant, but they have a tight grip on us and it will take a powerful lot of exhortation from any British ''organizer'' to pry us loose.
>
> ''The American city housewife won't have economy if she must give up convenience.''

This again shows that the standard of living has advanced in recent years and explains away a great deal of the cause of the ''high cost of living.''

EDITORIAL NOTES.

Canadian hens appear to be getting haughty early this year.

* * *

The odorless onion has every other negatived article ''skinned'' by a long way.

* * *

When every grocer figures his profits on selling prices, there will be less failures to record.

* * *

Earl Grey says retailers are ''parasites.'' He forgets that many of them operate charitable institutions.

* * *

After the produce men get through with the egg, it looks as if they would turn their attention to butter.

* * *

Next week's issue is the big annual Fall Campaign Number. This will be a worth-while-practical issue. See that you get it.

* * *

Dry weather and frost played havoc with corn and tomato crops around Picton. News from Western Ontario is brighter.

* * *

If you have never seen a hog take a toboggan slide, just look at the market reports in this issue, and the last two or three preceding ones.

* * *

The call of the wild draws many a hunter to the woods and streams these days. Even if there be plenty of game there, he always takes a good supply of food with him.

* * *

Canadian Grocer's window dressing contests are designed chiefly to create a greater interest in display. They have now been held for a good many years, and we have every reason to believe have stimulated greatly this important selling method.

Great Many Failures Due to Incompetence

Commercial Agency Places the Percentage At More Than 26—What Figuring Profits On Selling Price Means—Items Which a Large Steel Firm Includes In Overhead Expenses—Why Interest on Capital Should Be One of Them.

*By Henry Johnson, Jr.

I have found a remarkable little brochure, published by a big manufacturer of steel and iron. So many good points are made that it would not be out of place in these columns in its entirety, but I shall boil it down, because much of it re-echoes what I have said in these columns during the past few years. That is, perhaps, its most remarkable feature, or shall I say that this coincidence makes it remarkable? The booklet is interesting and instructive in that it clearly demonstrates that the ignorance of the grocer is also the ignorance of the average manufacturer. It shows that this big firm in seeking to enlighten its customers and thereby better the iron and steel business, uses the same arguments to attain the same end that I have used right here for upwards of three years.

Here is the table of contents: Introduction; starting in business; cost, overhead; profit; depreciation; percentage; cash discount; credit. Looks very like what we should have to write on if we should attempt to guide a man about to enter the grocery business, does it not? Which indicates that the principles of business are the same, taking them by and large in all lines.

Incompetence.

Men read what they want to read, and of what they read they take home and remember (and also quote) what it is pleasing to them to remember and talk about. Thus you often hear that 95 per cent. of all merchants fail—which is not true—and this serves as a palliative and excuse to the man who does not succeed very well and wants to find a cause for his failure outside of himself. He is to be excused, surely, if he does not succeed where there is only 5 per cent. of chance for success. I feel that this oft-quoted saying is responsible for about as much harm as that other abused aphorism: "Well bought is half sold."

The other piece of statistics which we often hear quoted is Bradstreets statement that the most prolific cause of failure is "Lack of Capital." That IS the MOST prolific cause—given as 33.9 per cent. of the total. But it will not do for us to take refuge behind that fact, because the next most important cause, as given by Bradstreets, is "Incompetence," given as 26.6 per cent. Thus there are at least 80 per cent. as many chances that your cause of failure—or lack of complete success—is Incompetence. Moreover, Lack of Capital is in itself Incompetence, since, had you been competent, you would either have refrained from starting in business or else you would have so managed to handle your business as to keep your undertakings INSIDE of your capital.

Hence, to my mind, analysis will clearly show INCOMPETENCE to be the prime cause of failure or imperfect success.

Before passing on, let us look at some of the other causes which are frequently quoted as prolific of failure. Let us note how truly insignificant are some of them. "Unwise Credits." How often have we heard a mishap ascribed to "the credit business." Yet this is given as only constituting 1.7 per cent. less than 1¾ per cent.—of the causes of failure. Inexperience only constitutes 4.4 per cent.; Extravagance only, .7 per cent., and Speculation only 1 per cent.

Figuring Profits.

The same difficulty is encountered in the steel business of men who compute their profits on their cost instead of on the selling price. But there is an important difference here which indicates that the steel business is at least one step in advance of the grocery business. This difference is illustrated by the following quotation from the booklet:

"PROFIT SHOULD BE FIGURED AND BASED ON SELLING PRICE AND NOT ON COST. THAT IS NOT ONLY THE GENERAL CUSTOM, BUT IS THE BEST AND SAFEST WAY."

The important point here is that this method is described as "the General Custom," which shows the advancement of the steel industry. When I first promulgated this doctrine ten years ago it was heresy. To-day in the grocery business this truth is only partially accepted. It is only a few days since a gum salesman told me his gum would pay me 150 per cent! It cost 40c the box, and sold for $1.00. I made the gross margin 66 2-3 per cent.—what would YOU make it?

Whether we "see it" or not; whether our old school arithmetics said so or not—they did NOT; whether we like it or not, do you not think that a method which is endorsed by the big, successful men of the continent and the foreign commercial world may be safely followed by us who are (some at least) acknowledged to be, in many respects, much lower in the scale of commercial development? Let us take it on faith to start with—the conviction will grow very rapidly with a little actual practice of the method.

If Will has 25 per cent. more marbles than Jim, has Jim 25 per cent. less marbles than Will? Try it and see.

Overhead Expenses.

Overhead is something which greatly bothers manufacturers. Overhead is the same as General Expense. Under that head are gathered all items of expense which cannot be specifically included in the definite cost of any particular job in the manufacturing business.

This is something which is really much simpler in our business than in the manufacturing business, because ALL our affairs are based on averages; yet many of us fail—most of us fail—to grasp it in its fullest meaning and apply it with that unflinching honesty with ourselves which alone will make it possible for us to handle this question successfully.

The list of items which go to make Overhead is given as follows: 1, Stationery; 2, Postage; 3, Telegraph; 4, Telephone; 5, Insurance; 6, Advertising; 7, Fuel; 8, Light and Heat; 9, Traveling Expenses; 10, Taxes; 11, Power; 12, Rent; 13, Repairs; 14, Depreciation; 15, Salaries of employees not engaged in productive labor; 16, Claims Allowed; 17, Bad Debts; 18, Attorney and Collection Fees; 19, Salaries of Principals; 20, Interest on Borrowed Money; 21, Interest on Capital.

The Why of "Interest on Capital."

I am going to pass all these except that of "Interest on Capital." That as the writer treats it because his treatment is in line with such reasoning as I have often advanced here.

"Why have you invested your money in business? Simply because you expect by that means to make our capital earn more than it would if loaned on good security. To-day a well secured investment will seldom earn more than 5 per cent.; therefore, a fair rate should be charged to overhead so that your selling

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*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met. If a special request is made names of inquirers will be omitted when their letters are printed for discussion.

price will be placed at a figure that will make your business risk profitable.

"Or suppose that your credit is good and you have money, but it is invested so you cannot readily withdraw it, and you wish to start a small factory. That requires $10,000 and you borrow the entire amount, paying 5 per cent. interest. So $500 should be considered in Overhead in this instance.

"At the end of five years you have paid off the loan and have $10,000 paid-up capital invested.

Things to Think Over.

Five per cent. on $10,000 was considered a proper Overhead charge five years ago. Why is it not proper now? Five years ago the business was required to earn 5 per cent. to pay interest. Then you based your selling price on cost of productive labor and Overhead, which included $500 interest. Why should you to-day reduce your selling price and profit simply because you are furnishing the capital instead of the creditor? Are you not just as much entitled to demand $500 interest to-day from the business as your creditor was five years ago?"

These are things it will pay all of us to think over, with a view toward our better understanding of certain fundamental principles which have formed the foundation of the biggest business successes in other lines, and without which we cannot hope to attain the fullest success, but may very readily reach absolute failure instead.

Below is given in an easily read table some interesting information on the new United States Tariff as it affects particularly the food supply of that country and Canadian exports. The former U.S. Duty, the new U.S. Duty and the Canadian Duty on the various articles are given. We would suggest that those interested place this page on file for reference. It may come in handy.

THE OLD AND NEW U.S. TARIFF.

ARTICLE.	FORMER U.S. DUTY.	NEW U.S. DUTY.	CANADIAN DUTY.
Cattle, according to age and value	From $2 per head to $3.75 and to 27½%	Free.	$12.50 per head valued at $50 or less; 25% general.
Poultry	Live, 3c per lb. Dead, 5c per lb.	Live, 1c per lb.; dead, 2c per lb.	20%.
Sheep	From 75c each to $1.50 each .	Free.	25%
Swine	$1.50 each.	Free.	25%
Barley	30c per bushel.	15c per bushel.	15c per bushel.
Beans	45c per bushel.	25c per bushel.	25c per bushel.
Buckwheat	15c per bushel.	Free.	15c per bushel.
Corn	15c per bushel.	Free.	Free for feed.
Oats	15c per bushel.	6c per bushel.	10c per bushel.
Peas	25c per bushel.	10c per bushel.	15c per bushel.
Rye	10c per bushel.	Free.	10c per bushel.
Wheat	25c per bushel.	Countervailing duty 10c bushel.	12c per bushel.
Bran	20%	Free.	17½%.
Wheat Flour	25%	Countervailing duty 45c barrel.	60c per barrel.
Fish	¾c pound.	Fresh, free.	1c per pound.
Apples (green), pears, peaches, plums, etc.	25c per bushel.	10c per 50 lbs .	40c per barrel (apples).
Beets	25c.	5%.	30%.
Berries	1c quart.	½c quart.	2c pound.
Grapes, per cubic foot of barrel or package	Free.	25c.	2c pound.
Hay	25%	$2 ton.	$2 ton.
Potatoes	25c per bushel.	Countervailing duty 10%.	20c bushel.
Turnips	25%	15%.	30%.
Vegetables (canned)	2½c pound.	25%	1½c pound.
Other Vegetables, fresh	25%	15%.	30%.
Hides and skins, not fur cattle	Free.	Free.	Free.
Cream	5c gallon.	Free.	17½%.
Milk	2c gallon.	Free.	17½%.
Butter	6c pound.	2½c pound.	4c pound.
Cheese	6c pound.	2½c pound.	3c pound.
Eggs	3c dozen.	Free.	3c dozen.
Bacon	4c pound.	Free.	2c pound.
Beef	1½c pound.	Fresh, free.	3c pound.
Canned meat	25%	Free.	27½%.
Hams	4c pound.	Free.	2c pound.
Lard	1½c pound.	Free.	2c pound.
Mutton	1½c pound.	Free.	3c pound.
Pork	Fresh, 1½c pound.	Free.	3c pound.
Flax seed	25c bushel.	15c bushel.	10c bushel.

Canned Goods Pack in P.E. County

Canners There Very Pessimistic Regarding Outlook of Tomatoes and Corn—Small Packs in Each Line They Say—Frost Does Considerable Damage—Opinion Expressed That Canned Peas Would Advance.

Picton, Ont. 1.—(Special).—Unfavorable weather is the explanation of the very small pack of canned goods reported from Prince Edward County. Not only has the district suffered from a most remarkable dry spell, causing dry rot in the tomatoes and a stunted growth of corn, but about the middle of September there were heavy frosts which in many cases reduced yields to one-third of the average. From May 27th to July 12 no rain fell in the Picton and Wellington districts, and subsequently there was a let-up in the rainfall until the middle of August. This was a serious condition, the result of which is now being seen in curtailed packs at syndicate and independent factories throughout the county.

"While last year we had little better than half a pack," said a canner to a representative of Canadian Grocer, "this year we expected something better and the season at the opening was very promising. In my factory preparations were made for a pack of 15,000 cases. Cans and all other material were purchased with that object in view. But the weather conditions have been against us, and it would not surprise me if our pack fell short of 5,000 cases. I am speaking of tomatoes alone. Peas were a fairly good crop, especially the early varieties.

May Have Trouble in Future.

"One of the difficulties that we anticipate, arising out of these discouragements, is that of contracts with the farmers for next year. Those who have grown tomatoes for the canneries now see that it is something of a gamble, and may refuse to grow or have anything to do with a crop in which the elements of uncertainty are so pronounced. There is no doubt some of them will feel the loss seriously.

"So far as the price situation is concerned," said the canner, "the opening figure on tomatoes will be more than 95c to $1.00 a dozen. We were somewhat surprised at the opening price of 82 and 85 cents a dozen on peas this year, but the crop is about 75 per cent., and that price may have been based upon a too optimistic glance at general conditions at the time of quotation. We look for a higher price on peas, although we are told that some independents have the hardihood to quote as low as 62 and 65 cents a dozen."

This article from our correspondent who was in Prince Edward County last week will prove interesting because of the expectant prices on tomatoes and corn this year. These have not yet been announced and are not likely to be for some time. Last year they came out around Oct. 14, tomatoes, opening at $1.37½ and corn at 97½ cents per dozen. It is, however, not likely tomatoes will be as high this year, many figuring on something around a dollar. Crops in Western Ontario are known to be better than in the East.

The conditions described by this canner are found by The Canadian Grocer to be general throughout Prince Edward County, and his views as to prices are pretty generally concurred in by other packers. The inactivity of the factories reflects the crop shortage. In many cases factories are only running a half-day at a time. When there is a good average crop overtime is often necessary in order to take care of the loads brought in by the farmers.

Pranks Played By the Frost.

In some localities the frost was inclined to be "freakish." For example, near Wellington there are two tomato farms separated by a very short distance. One escaped with very little damage, while in the other the loss was almost complete. A favorable drift or current of air was probably the salvation of the former.

One grower saved a nine-acre field of tomatoes by burning pea straw along the northern edge of the patch, thus allowing the wind to project across the field a wave of warm air and smoke which kept the atmosphere sufficiently "above frost" to save the crop. This plan has been adopted with success by more than one grower.

At time of writing there are still large quantities of green tomatoes in the fields, but should there be in the next two days a frost as severe as that of September 14 the tomato pack will in some localities average about 25 per cent., with a slight improvement on that figure in others. As an instance of the destruction that one night's frost will do, the manager of a syndicate factory showed to Canadian Grocer an acre patch of tomatoes from which they had expected to pick fully 600 bushels. Now, they will do well if the crop from that patch is 120 bushels.

Poor Outlook for Corn.

The corn crop in Prince Edward is little short of a failure, say the packers. In some localities it may reach 25 per cent., while in others it will be as low as 15 per cent. The continued dry spell early in the season is responsible.

Apples are also short, probably not over 40 per cent., but while in corn and tomatoes, the hold-over from last season is practically negligible, in apples it was very heavy, and the pack last year was of exceptional quality owing to a very heavy crop. Evaporators who are holding large quantities are congratulating themselves on the fact that whereas the opening price last year was in the neighborhood of four cents a pound, the present average price is 7 cents with as high as 9 asked.

SUGAR MELTED TO SYRUP.

Montreal, Oct. 1.—A small portion of the cargo of beet sugar on board the Furness liner Chiltern Range was destroyed by fire during the voyage, or, as Captain Rea put it, was melted into syrup. Two days after the Chiltern Range sailed from Hamburg with a full cargo of beet sugar for Montreal a fire broke out in one of the holds, from some mysterious cause which could not subsequently be ascertained. Fortunately, the fire was discovered before it had spread or attacked the woodwork of the ship, and within half an hour of the first alarm being given, the crew succeeded in extinguishing the flames.

CONTROVERSY OVER THE TOMATO.

Is the tomato a fruit or a vegetable? A Hamilton, Ont., magistrate has this question to answer. A farmer has been summoned to answer to the charge of facing fruit. His counsel says it was tomatoes he offered, and he contends that these are vegetables, and that, therefore, he is not liable under the Act, which specifies "fruit." He also says he does not think there is any Act regarding the "facing" of vegetables.

Who will answer the question? Is the tomato a fruit or a vegetable?

◆

E. J. Gordean, of Edmonton, has opened a general store in Athabasca, Alta.

Another Letter from a Co-operative Society

This Concern, However, Does Not Attempt to Cut Prices, and Makes Just an Ordinary Profit—Neither Does It Claim to Make Any Serious Inroads Into High Cost of Living—Upholds Indirectly Stand Taken by This Paper.

The Editor of Canadian Grocer,—

Dear Sir,—In your issue of Sept 19, you have taken up a full page trying to convince your readers, that the co-operative way of doing business is wrong.

As a subscriber of your valuable paper and one that studies the contents very closely, I have yet to see an article in your paper in favor of co-operation.

I maintain that if co-operative societies are run on a proper business basis they are a benefit to the working people of this country. As an example, I will give you a few facts of our local society. We do not sell cheaper or dearer than other stores, but sell at same prices and twice a year return part of the profits to our members.

On share capital we pay 5 per cent. per annum and try to pay the same percentage on purchases. We have proved by experience our average profits are 7 per cent. over all expenses, after allowing depreciation on all stock, etc.

Where we differ from private traders is, instead of the profits going to 1 or 2 persons we pay 5 per cent. (average since starting 9 years ago) to our members and the rest goes to reserve fund or to increase our buildings, etc.

On fixed stock we knock enough off each year to pay for new fixtures, rigs, etc., so as to keep them up to date.

The last two years we have paid nearly nine thousand dollars in dividends and have built up a good sound business.

We work amicably with our competitors and do not try to cut each other's throats, by underselling but as nearly as possible sell at the same prices. We take stock twice a year and all the books are examined thoroughly and audited by two paid auditors.

We own our own store which is a credit to any city. You will see by the enclosed card that we close on Thursday afternoons at 1 o'clock all the year round and find that instead of doing less trade by doing so, we have increased every week (without exception) this year. Last year we had the half holiday without closing the stores, but find it more satisfactory by letting all the staff have their half holiday at the same time.

We have a staff of 25 and besides having the holiday each Thursday get a bonus on our wages twice a year, which promotes a good feeling and encourages us all to do our best and therein lies success.

Guelph Co-operative Assn., Ltd.
Guelph, Ont.

Editorial Note. — The above letter is appreciated because it serves to demonstrate in an indirect way the point we have been making—that co-operative stores do not give "a blow to the high cost of living," and at the same time pay large dividends. This store in Guelph has apparently progressed favorably because it has stuck to sound business principles, the same as would an individual who desires to make a success in the grocery business.

What Did Prospectus Say?

It is stated that on share capital this store pays 5 per cent. per annum, and it tries to pay the same dividend on purchases. If the original prospectus which was issued nine years ago made no promise of larger dividends being assured, as well as no promises of the reduction of the cost of living, cheaper goods, etc., then little criticism could be offered against this concern. If a stock holder buys says $60 worth of groceries a quarter he receives on an average 5 per cent. back, or $3. That would make $12 a year. If he puts $50 capital into the concern he gets back $2.50 each year making a total of $14.50.

It would be interesting, therefore, to see the original prospectus to determine whether promises have been lived up to. We would also like to ask the writer of the above letter if he thinks the Edmonton co-operative concern referred to in issue of Sept. 19, will fulfill the promises made—reduce the cost of living, pay from 7 to 15 per cent. on purchases quarterly, 6 per cent. per annum on share capital and at the same time sell at the "usual prevailing prices."

Where Misrepresentation Comes In.

That is the point to which Canadian Grocer takes the greatest issue — the misrepresentation of facts to attempt to prove to working people that the retail grocer is charging excessive profits, and to induce these people to take stock in co-operative associations.

What we have been stating all along is that co-operative societies could not sell more cheaply the staple lines of goods and at the same time pay the dividends some of them promised. That is straight misrepresentation and as such should not be permitted. The letter from the Guelph society sustains this position and shows that when a co-operative store is conducted along business lines, like any other grocery store, there is little difference in the matter of profits and prices.

Proper Co-operation Favored.

The contributor of the letter says he has yet to see an article in The Canadian Grocer in favor of co-operation. There have been scores of them in favor of "co-operation" — organization, exchange of ideas, etc. What he meant to say was that he has not yet seen an article in favor of "Co-operative Societies." Until misrepresentations are eliminated in prospectuses and by promoters and until co-operative societies cease to demand from parliament privileges not enjoyed by other joint stock companies, it is not likely that he will.

* * *

OYSTER TROUBLES IN P.E.I.

Difficulty Between Fishermen, Oyster Companies and Capitalists.

Charlottetown, P.E.I., Oct. 1.—(Special).—Oyster fishermen, representatives of the different oyster companies, and capitalists interested in Canadian oyster culture, met here last Friday to discuss their grievances. Discontent has been smouldering in the bosoms of the fishermen ever since the Dominion Government ruled that capitalists, by investing their money to promote the cultivation of the oyster on Canadian beds, should gain the privilege of selling their oysters during the whole month of September, or for one month preceding the opening of the public beds. At the invitation of the oyster fishermen, the parties concerned met here to-day with the object of coming to some definite agreement on the subject.

Replying to the fishermen's grievance, the oyster companies contended that they had to pay for the grounds, that they had to undergo heavy expenditure, and also that they had to do this with a knowledge that they could not realize on their investments for a few years at the least.

The fishermen, however, viewed the matter from an altogether different standpoint. Their claim was that the oyster companies, a group of large capitalists, were given the opportunity to take away the natural wealth of the province which by right belonged to them; that the decline in the industry was not due to their carelessness but to conditions over which they had no control.

October Promises to be Good Oyster Month

Dealers Already Finding Demand Quite Keen—Methods for Selling Oysters—Remember the Prizes for the Best Plans — Wholesome Article of Diet That Should Find More Favor.

Prizes of $25 and $10 cash, will be given by the Oyster Growers' and Dealers' Association of North America for the two best practical plans for increasing oyster sales. Each plan must have been tried out and figures enclosed showing increases in sales. Editor of Canadian Grocer will forward articles to the Association. Contest closes November 15.

Most of those who are making any attempts to push oysters this fall agree that the demand is showing up much better than for several years, some wholesalers reporting double the sales of one year ago. There is a good profit in oysters, and everything else being equal, it pays to push what is profitable.

Urge Them Over the 'Phone.

One way of increasing oyster sales is to mention them when you are receiving telephone orders, such as "our fine line of oysters, received fresh every day by express." If you have a canvasser make oysters one of his specialties, and even your delivery boy might help.

"Eat What You Crave."

Churches and lodges will soon be holding oyster suppers. Suggest that they hold them during Oyster Week (Oct. 20-25), as that will be a means of drawing large crowds.

It seems clear that oysters will become more and more recognized as a profitable food. Ideas of people on this subject are changing rapidly and with every change the oyster stands to gain. That popular writer and authority on foods, Dr. Woods Hutchinson, stands behind the maximum, "Eat what you crave." Formerly oysters were made the scapegoats for every illness that followed a meal of which they formed a part. Investigations in countless cases have proved that they were maligned.

> *"THE OYSTER SPECIAL."*
>
> *If you have secured regular customers for oysters arrange to deliver them as soon as your daily, or tri-weekly shipment arrives. In case your delivery rigs are out hire a boy with a small express cart and have a sign ready to put on it, "Oyster Special." Use it on your own delivery wagon when you take the oysters around. It will be a good way of advertising.*

Absolutely No Contamination.

One great change in public feeling has come through the artificial cultivation of the oyster. The beds are situated in water perfectly free from any possible chance of contamination by sewage from coast cities; in fact not the strongest current setting seawards can touch the modern oyster beds.

This has overcome the greatest objection there was to oysters as food. The next step in advance taken for the industry, was the abandonment of the custom of "floating" oysters in fresh water to fatten them. Next came the adoption of the modern system of packing oysters for shipment to inland points, with Canadian and State laws against packing of ice in contact with oysters. This produced the present exhibit case with an icing space between the heavy outside case and the porcelain-lined receptacle for the oysters. This enabled those in the far west to keep oysters with all the tasty flavor they had on the Atlantic Coast.

Help of Sanitary Precautions.

These sanitary precautions have combined to make the oyster one of the safest and most economical of foods and have increased largely its saleable qualities.

ASSOCIATION NEWS

As a result of the visit to Victoria, B.C., of a delegation from the Dominion organization a Retail Merchants' Association has been organized by the business men of that city.

Officers has been elected as follows: President, Joseph Wilson; vice-president, James H. Fletcher; second vice-president, E. R. Hill; acting secretary, Martin Mutrie; directors, E. P. Allen, Joseph O'Connell, W. H. Wilkerson, and S. M. Scott.

* * *

A meeting of the retail merchants of Yorkton, Sask., was held recently under the chairmanship of W. A. S. Magrath, and was attended by E. M. Trowern, of Toronto, Dominion secretary, and J. M. Brayley, Provincial organizer of the Retail Merchants' Association.

Mr. Brayley informed the meeting that 90 per cent. of the retail merchants of Saskatchewan have joined the association. A resolution in favor of establishing a branch to be known as the Yorkton branch of the Retail Merchants' Association of Canada, incorporated, was carried unanimously. The speakers included Chas. Beck, T. Vanstone, Levi Beck, J. Smith of the Hudson Bay Co., W. T. Moore and A. Gould. A petition was also signed favoring the establishment of a small debts' court for Yorkton and district.

W. A. S. Magrath was elected temporary secretary of the meeting.

* * *

The Calgary, Alta., branch of the Retail Merchants' Association has filed a number of requests with the City Council. They include these:

That the annual fee of the pedlars transient trader be raised from $100 to $400.

That the annual fee of the pedlers be raised from $60 to $250.

That the annual fee for collectors be raised from $20 to $450 and, furthermore, that all collectors be required to deposit an approved guaranteed bond of not less than $5,000 before they are allowed to do business in Calgary.

All these amendments are being asked for in order that the local dealers may be protected as far as possible from outside business houses and from dealers who do not pay rent and taxes and who are not legitimate residents of this city.

In asking that the fee on advertiseing matter be raised and that transient traders be made to pay a big license fee, the retailers are getting after the big mail order houses.

◆

CORRECTION OF AN ERROR.

In the issue of Sept. 19 an error occurred in the advertisement of Charles B. Knox Company, Johnstown, N. Y. Their No. 3 package was made to read as "3-lb. package." This company have no 3-lb. package on the market, and we regret that this error should have occurred.

◆

Louis Jeffrey, of Zurich, Ont., has sold his grocery and flour and feed business to Douglass & Spark, who will take possession Oct. 15.

Current News of the Week

Quebec and Maritime Provinces.

W. C. Cross, of Hall & Fairweather, Ltd., wholesale grocers, St. John, N.B., was in Montreal last week.

W. H. Johnson, of Herron-Leblanc, Ltd., Montreal, returned Wednesday from a trip through the Laurentian Mountains.

The J. B. Paine Co., Ltd., of Toronto, have opened up offices and warehouses in this city at 225 Lemoine street, Montreal. The management is in the hands of F. W. Anderson, who until now was associated with the company in Toronto.

W. Potter & Sons, Ltd., The Perfection Preserve Co., of Long Lane, Bermondsey, London, England, manufacturers of pickles, have concluded arrangements with F. Benedict & Co., of Craig street, Montreal, who will in future represent them in Canada.

J. A. Paulhus, of the D. Hatton Co., Monreal, returned Monday from his trip to the Atlantic coast, where he visited all the large fish centres. He states that general opinion in that part of the Dominion is that unless fishing shows a considerable improvement, prices on all prepared, pickled and salt will have to be advanced slightly above last year's level.

A Pure Food Show, to be held in the 65th Armory, corner Pine avenue and Henri Julien avenue, Montreal, from Oct. 11-18, is now being organized by J. A. Beaudry, secretary of the Montreal branch of the R. M. A. The secretary states that all lines comprised in the grocery and fruit business will be attractively displayed by manufacturers and jobbers.

Ontario.

P. F. Milne, grocer, Newmarket, Ont., has sold to S. Watson.

Wm. Hobson, grocer, Hamilton, Ont., has sustained a fire loss.

F. W. Johnston, grocer, Woodbridge, Ont., has sold to J. Cook.

Albert E. Bond, general merchant, of Sheffield, Ont., died last week, aged 55.

Fire in Cornwall, Ont., caused loss to Fawkes & Co., grocers. Insurance was carried.

The Noble Manufacturing Co., biscuit manufacturers, St. Thomas, Ont., have begun operations.

Geo. Weston & Co., biscuit manufacturers, Toronto, have moved their Hamilton office to 26 Gore street.

Leslie & Dundas, general merchants, Thamesford, Ont., have discontinued partnership, Mr. Leslie continuing.

A. McDougal & Co., wholesale produce, Hamilton, Ont., have dissolved partnership, A. McDougal continuing.

Louis Jeffrey, Zurich, Ont., has sold his grocery and flour and feed business to Douglass & Spain, possession on Oct. 15.

Henry Rahn, general merchant, Neustadt, near London, Ont., died last week. His funeral was one of the largest ever seen in that district.

C. C. Borden has purchased the grocery business of P. Beattie, Guelph, Ont. This was the late W. H. Fielding's stand. Mr. Borden is a Fergus, Ont., man.

E. Clark, a Toronto tea salesman, and for many years associated with T. J. Liptons, has resigned his position to join the selling staff of Minto Brothers, Toronto.

Inspectors of the Inland Revenue Department purchased on the Hamilton market quantities of maple syrup, selling at 25c. and 35c. a quart, which on analysis proved to be impure.

R. J. McNichol, one of Minto Brothers' selling staff, was married to Mrs. S. E. West, 97 Dupont street, Toronto, at the latter's residence on Tuesday, Sept. 16. A handsome five-branch silver candelabra was presented the newly-married couple by Minto Brothers, F. J. White making the presentation speech.

Residents from the district for many miles around Brussels, Ont., attended the funeral last week of W. H. McCracken, the pioneer business man of the town. The late Mr. McCracken was one of the first to establish a grocery in Brussels, and until laid aside by a stroke of paralysis one year ago, he had been in constant touch with his business in spite of his 72 years. He was also an expert gardener. He is survived by his wife and three sons and four daughters.

Western Canada.

H. McSherry, grocer, Weyburn, Sask., is succeeded by C. McSherry.

J. G. McGowan Co., general merchants, are succeeded by Smith & Co.

A. T. Colquhoun & Co., grocers, Brandon, Man., have dissolved, J. F. Price continuing.

Crawford & Co., wholesale grocers, have opened a wholesale grocery business in Moose Jaw, Sask.

The Scott Fruit Company, having branches in many western cities, recently moved into their newly completed warehouse at Regina, Sask., situated in the warehouse district at the corner of Broad and Fourth.

Retail merchants of Estevan, Sask., are organizing. A meeting was held recently, at which Mr. E. M. Trowern and J. M. Brayley were the chief speakers. J. E. Loughlin and C. R. P. Boakes were elected president and secretary respectively, pro tem.

TWENTY YEARS AGO IN THE GROCERY TRADE

Following items are from The Canadian Grocer of Oct. 6, 1893:—

> "The pressure of immediate deliveries of sugar, particularly granulated, continued greater even than before until a few days ago, and although refiners did their best to to satisfy the demand, they were obliged to proportion their product, giving each customer enough to keep him going. Latterly, however, they have begun to relieve themselves of their more pressing orders and the market is assuming a more normal tone. Prices unchanged at 5½ to 5⅜c for granulated. Yellows are scarce and ordinary grades sold higher during the week at 4⅜c, this class of sugar selling as fast as it turned out."

Editorial Note.—The above is from the Montreal market report in the issue of 1893 mentioned. It will be noted sugar is just about a dollar a hundred less to-day than 20 years ago.

* * *

> "Trade continues good for strictly fine butter which is still scarce, but the feeling is scarcely so strong, while there is reported to be a slight accumulation of the medium article. Taken all round the demand is scarcely as brisk as it was. Jobbers are paying from 19 to 20c. for fine to choice dairy tubs, and from the retail trade they are getting all the way from 20 to 22c.

Editorial Note.—This item is from the Toronto market report and shows how prices paid the producer have advanced almost double. This cannot be said about retailers' profits.

Unexpected Decline of 10c. in Sugar

Due Chiefly to Easing Up in Cuban Raws—New Valencia Raisins Down 1 Cent. —Unprecedented Demand for Gem Jars Causes $2 Advance Per Gross in Most Makes—Salmon Advance at Coast—Strawberry Supplies Sold Out.

MARKETS IN BRIEF

QUEBEC.

PRODUCE AND PROVISIONS—
- Breakfast bacon easier by 1c.
- Pure lard steady; compound rather easy.
- Creamery butter advances 2c per lb.
- Eggs advance 1 to 2c all round.
- Cheese easier on country boards.
- Poultry and honey both show easier feeling. Decline on fowl and ducks.

FISH AND OYSTERS—
- U.S. buyers at Canadian producing centres cause firmness to prevail on markets.
- Pickled mackerels in heavy supply. Easier prices expected.
- Jewish New Year increases demand for lake fish.
- Stormy weather cuts down supplies of fresh ground fish.

FRUIT AND VEGETABLES—
- Grapes now the feature of the market.
- Apples offer more liberally and decline in price.
- Early navel oranges expected in a month at least.
- Reports on tomatoes in East disagree.
- Potato market firm.

FLOUR AND CEREALS—
- Flour declined 20c per cwt. on Tuesday.
- Firmness follows great scarcity in cornmeal.
- Mill feeds firm as result of flour decline.

GENERAL GROCERIES—
- Rangoon rices all advance 15c per cwt.
- Tapioca registers decline of ½ to 1c.
- Raw sugar weakness in New York reflected in Montreal market, and prices decline 10c.
- Salmon prices advance 25c at coast.
- First shipments salmon arrive this week.
- Blueberries, cherries and strawberries completely sold up.
- Sardines still on upward trend.

ONTARIO.

PRODUCE AND PROVISIONS—
- Hogs down 50 to 65c.
- Hams and backs drop ½ to 1c.
- Compound lard, ½c lower.
- Creamery butter up 1c.
- Fresh laid eggs up 1 to 2c.
- Poultry down 2 to 5c.

FISH AND OYSTERS—
- Flounders, fillets of haddie and sea herring among new arrivals.
- Fresh supply of salmon trout; whitefish still scarce.
- Halibut arrives at last from coast.

FRUIT AND VEGETABLES—
- Big rush of peaches over; prices going up to 30 to 50c.
- Apples weak owing to supply of peaches.
- Tomatoes kept down by general supply by farmers to retail merchants; 25 to 30c.
- Potatoes down 10 to 15c. New Brunswick supply in splendid condition.
- Record crop of canteloupes.

FLOUR AND CEREALS—
- Manitoba wheat flour declined 20c per cwt. on Wednesday.
- New Ontario flour showed decline of 20 to 30c in past three weeks over prices on old.

GENERAL GROCERIES—
- Sugar declines 10c in all grades.
- Gem jars very scarce, and most lines advance $2 a gross.
- New Valencia raisins in, 1c cheaper than old stock.
- Decline of 25c at coast extends to all first grade salmon.
- Most manufacturers report strawberry jam sold out.

QUEBEC MARKETS.

Montreal, Oct. 1.—Jobbers claim that business from all standpoints continues to improve. Though some are still inclined to bewail conditons, the general feeling of the trade is that the worst is past, and that there is now no cause for fear on financial scores.

A prominent Montreal jobber yesterday stated: "Remittances lately have been A1. I had thousands of dollars outstanding, but everything appears to be coming in all right. Of course, we are rather careful as to whom we shall extend credit, but there is less paper money moving now than a month ago—or if it is still moving," he added, "it has the right stamp on it."

SUGAR.—Following continued weakness in New York raws, there is a decline of 10 cents here. Yesterday New York declined another 6 cents, making a total of 12½ cents during past week. This decline, it is claimed, is due to lack of demand for refined, and also to the new tariff, which is causing all domestic interests to force their products on the market.

New York still continues to hold up prices, but in the opinion of Montreal buyers, may drop any day. Though it does not of necessity follow that Montreal should follow, feeling was towards weakness rather than strength. A jobber before the decline said: "I'd bet any man from here to the coast that refined sugar in Montreal will drop before it advances."

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 40
20-lb. bags	4 50
2 and 5-lb. cartons	4 70
Second grade, in 100-lb. bags	4 25
Extra Ground Sugars—	
Barrels	4 80
50-lb. boxes	5 10
20-lb. boxes	5 20
Powdered Sugars—	
Barrels	4 80
50-lb. boxes	5 00
25-lb. boxes	5 00
Paris Lumps—	
100-lb. boxes	5 15
50-lb. boxes	5 35
25-lb. boxes	5 45
Crystal Diamonds—	
Barrels	5 20
100-lb. boxes	5 35
50-lb. boxes	5 45
5-lb. cartons	6 30
Crystal Dominoes, cartons	7 10
Yellow Sugars—	
No. 3	4 45
No. 2	4 45
No. 1	4 05

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

MOLASSES.—Greater firmness again rules on primary molasses sources. Holders are asking more money this week than week ago, and finding no difficulty in getting it. There is now some talk of still another steamer from Barbadoes, and if this should come through primary market may temporarily take an easier tone. Otherwise it means that an increase of about 2 cents to the jobber will go into effect on account of extra freight and leakage.

Under these conditions jobbers see no possibility of an easier market locally for the rest of season.

Corn syrups still hold firm, but with no further change.

Barbados Molasses—	Prices for Island of Montreal. Extra Fancy.	Fancy.	Choice
Puncheons	.44	.41	.39
Barrels	.47	.44	.42
Half Barrels	.49	.46	.44

For outside territories prices range about 2 cents lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.		0 04
Pails, 38½ lbs., $1.85; 25 lbs.		1 35
Cases, 2 lb. tins, 2 doz. in case		2 50
Cases, 5 lb. tins, 1 doz. in case		2 85
Cases, 10 lb. tins, ½ doz. in case		2 75
Cases, 20 lb. tins, ¼ doz. in case		2 70
Maple Syrups—		
Pure, per 8½ lb. tin		0.75
Pure, in 15 gal. kegs, 8c. per lb., or per gal		1.00
Maple Sugar, pure, per lb.	0 10	0 11

DRIED FRUITS.—New apricots and peaches are now arriving on local markets. At primary sources, firmness continues to rule on both lines, as witnessed by frequent advances. Jobbers who bought in June claim that to obtain the same goods to-day they would have to pay at least 2 to 3 cents more per lb.

Other fruits, such as prunes and raisins, both seeded and seedless, are now expected within the next month.

Evaporated apples are still on upward trend. Some holders in West are asking as high as 8 cents f.o.b., and claim that prices are to be still higher later. Several packers, it is claimed, won't pack gallon apples this year at all on account of scarcity.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 07½	0 08
Nectarines, choice	....	0 11
Peaches, choice	....	0 09¾
Pears, choice	....	0 12½
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 17
Lemon	....	0 11
Orange	....	0 12
Currants—		
Amalias, loose	....	0 07
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg.	....	0 10
Fards, choicest	....	0 11
Hallowee, loose	....	0 05
Hallowee, 1-lb. pkgs.	....	0 06½
Figs—		
Finest, 6 crown, about 12 pounds....	....	0 15
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	....	0 14
50 to 60, in 25-lb. boxes, faced	....	0 13
60 to 70, in 25-lb. boxes, faced	....	0 12
70 to 80, in 25-lb. boxes, faced	....	0 08½
80 to 90, in 25-lb. boxes, faced	....	0 08
90 to 100, in 25-lb. boxes, faced	....	0 07½
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 50	5 25
Muscatels, loose, 3 crown, lb.	....	0 07½
Sultana, loose	....	0 10
Sultana, 1 lb. pkgs.	....	0 11½
Valencias, old stock	....	0 04
Seeded, fancy	....	0 09½
Seeded, choice	....	0 09

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

TEAS.—Business in tea is now only fair. Stocks here have been picked up quickly, so that some holders are now facing a scarcity. Market at primary sources continues firm. Consignments have been limited owing to greater selection on part of buyers.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 75	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Spanish No. 1	....	0 12¼
Virginia No. 1	....	0 13¼
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey, gunpowder, pinhead	0 30	0 50

COFFEE.—Coffee is still strong in the South, and has advanced another ½ to ¾ cents during past week. This, it is claimed, is due largely to speculation. Present condition would indicate that next year's crop is not likely to be as large as at first anticipated, and buyers are anxious to realize on it somewhat beforehand. Locally situation shows no change.

Coffee, Roasted—	Per lb.	
Jamaica	0 21½	0 23½
Java	0 29	0 33
Maracaibo	0 21	0 23
Mexican	0 25	0 28
Mocha	0 28	0 29
Rio	0 19½	0 21½
Santos	0 20½	0 23

SPICES.—Cream of tartar and peppers still hold firm, but with no further developments. Other spices show no inclination to change.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 13—0 15
Allspice, whole	....	0 12—0 15
Cinnamon, whole	....	0 20—0 25
Cinnamon, ground	0 17—0 18	0 20—0 25
Cinnamon, Batavia	....	0 25—0 35
Cloves, whole	....	0 25—0 30
Cloves, ground	0 18—0 23	0 28—0 30
Cream of tartar	0 18—0 21	0 27—0 30
Curry powder	....	....—0 25
Ginger, Cochin	0 12—0 15	0 18—0 21
Ginger, Jamaica, ground	0 15—0 18	0 22—0 25
Ginger, Jamaica, whole	....	0 22—0 25
Ginger, African, ground	....	....—0 16
Mace	....	0 75—1 00
Nutmegs, brown, 64s, 50c; 80s, 40c; 100s	....	....—0 35
Nutmegs, ground, bulk, 40c; 1 lb. tins	....	....—0 50
Pastry spice	....	....—0 25
Peppers, black, ground	0 10—0 14	0 17—0 20
Peppers, black, whole	....	0 18—0 20
Peppers, white, ground	0 15—0 23	0 27—0 30
Peppers, white, whole	....	0 26—0 28
Pickling spice	....	....—0 15
Tumeric		0 25—0 35

Seeds—	Per lb.	
Canary	0 07½	0 09
Caraway, Canadian	....	0 10
Caraway, Dutch	....	0 14
Cardamon	1 25	1 50
Celery	0 40	0 50
Hemp	0 05½	0 06
Mustard seed	0 15	0 18
Rape	0 07	0 07½
Salt, bulk—		
Coarse, ex. wharf, 65c; ex. store, 70c; delivered according to distance, 74-80c.		
Fine bags, ex. store	....	1 35
Fine ¼-bags, ex. store	....	45

Package—	
Fine, Canadian (table)	Per barrel
Barrels, 100 3-lb. pkgs.	3 25
Barrels, 60 5-lb. pkgs.	3 15
Barrels, 42 7-lb. pkgs.	3 05
Barrels, 30 10-lb. pkgs.	2 95
Barrels, 15 20-lb. pkgs.	2 85
Bulk—	
Dairy Salt, barrels, 280 lbs.	Per bbl.
Ordinary fine	1 75
Fine	2 00
Dairy	2 10
Cheese	2 40

RICE AND TAPIOCA.—All Rangoon rices advanced 15 cents per 100 lbs. this week owing to heavier demand and a feeling that at the time of last move prices were dropped to too low a level.

Tapioca, on the other hand, declined about ½ cent on pearl and 1 cent on seed. It is claimed that the high figures of the past few years have encouraged production, and that from now on prices will be lower.

Rangoon Rice—		Per cwt.
"B," bags 50, 100 and 250 lbs.		3 30
"B," pockets, 25 lbs.		3 40
"B," pockets 12½ lbs.		3 50
"C.C.," bags 50, 100 and 250 lbs.		3 20
"C.C.," pockets 25 lbs.		3 30
"C.C.," pockets 12½ lbs.		3 40
India bright		3 45
Lustre		3 55
Fancy Rices—		Per cwt.
Polished Patna		4 40
Pearl Patna		4 60
Imperial Glace		4 90
Sparkle		5 10
Snow, Japan		5 30
Ice drips, Japan		5 45
Crystal, Japan		5 10
Carolina head		7 10
Imported Patna—	Per lb.	
Bags, 224 lbs.	0 05⅛	0 05⅜
Half bags, 112 lbs.	0 05¼	0 05½
Quarter bags, 56 lbs.	0 05⅜	0 05⅝
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05
Tapioca—	Per lb.	
Singapore, medium pearl	0 04½	0 05
Singapore, seed	0 04½	0 05
Penang	0 04½	0 05

NUTS.—Tarragona almonds, Sicily filberts and shelled walnuts all show decided firmness at primary sources. The latter, it is claimed, will cost at least 30 cents for new stock.

In shell—	Per lb.	
Almonds	....	0 17
Brazils	0 20	0 21
Filberts	0 13	0 14
Peanuts, American, according to qual.	0 09	0 12½
Peanuts, French	....	0 09
Pecans, polished, large	0 18	0 19
Walnuts, marbots	0 15	0 16
Shelled—		
Almonds, Valencia	0 38	0 40
Almonds, Alicante	....	0 45
Almonds, Jordan	....	0 50
Cocoanut, shredded p,kgs., ¼ lb., 30c; ¼ and ½ lbs., mixed, 29½c; ¼ and ⅛ lbs., mixed	....	0 30½
Cocoanut, shredded, pails, 10 & 15 lbs	....	0 20
Cocoanut, shredded, tins, 5 lbs.	....	0 21
Peanuts	0 08	0 09
Walnuts	0 31	0 33

DRIED VEGETABLES. — Canadian farmers appear to be holding out on peas in order to gain higher prices. They were expected to accept considerably lower figures this year, but as buyers locally have so far been unable to make a contract even with some of the biggest dealers in Ontario, it is concluded that this must be the reason.

New crop beans so far have proved of splendid quality. Prices are being firmly maintained.

Barley—		
Pot, bbls. 196 lbs., lb., 3½c; bbl.	....	6 75
Pot, bags 98 lbs.	....	3 00
Pearl, imported Scotch	0 03¾	0 04½
Beans—	Per lb.	
Dry Lima	0 07	0 07½
White, choice stock	0 03	0 03¼
Lentels—		
Green	0 05	0 06
Red	0 06	0 07
Peas—		
Green, whole	0 04⅛	0 04½
Green, split	0 05½	0 06
Green, decorticated	0 05	0 05½
Yellow, split	0 03¼	0 03½
Chic peas, large	0 05	0 05½

ONTARIO MARKETS.

Toronto, Oct. 2.—Street was surprised on Wednesday morning when announcement was made of drop of 10 cents in sugar. No change had been looked for for several weeks, although it was felt that refiners had pretty good control of raw situation and importers were at their mercy.

Interesting commentary on busy fruit season is report that most manufacturers have advanced gem jars $2 a gross for immediate orders. Wholesalers declare that never in history of trade was such remarkable demand for glasses for preserves, due to low price of fruits. Many were cleaned out and great scarcity prevails at present time. Premium is charged for immediate supplies, and may go higher. Peculiar situation in this case is that present heavy buying naturally suggests lighter buying next year, as it would be almost phenomenal if two cheap fruit seasons came in succession. Hence there has been some timidity in placing large orders for next year's delivery.

SUAR.—Drop of 10 cents in sugar is sixth fluctuation since 1st of January. Last was on August 26, when it went up 10 cents to $4.60. Previous advance of 10 cents on August 4. Other changes were: Drop of 20c on May 13; drop of 10c on March 27, and drop of 15c on January 7. One year ago, on October 2, 1912, sugar declined 10 cents to $4.85, so that present prices show net decline of 35 cents in twelve months.

Present decline is attributed to easing up of raw markets and quiet demand. Outside markets are in unsettled state, beet remaining steady in Europe, but Cuban raws weakening. West Indies, however, where Canadian refineries have to look for bulk of supplies, remain firm, and present decline was not expected. New York, however, dropped 20 points on Wednesday, and one refiner went down another 5c on Wednesday of this week. New York market had gone higher before than Canadian. Market is regarded as strong at to-day's prices, and brokers look for very considerable trade.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 50
20 lb. bags	4 60
2 and 5 lb. cartons	4 80
Beaver granulated, in 100 lb. bags	4 35
Extra Ground Sugars—	
Barrels	4 35
50 lb. boxes	5 10
25 lb. boxes	5 30
Powdered Sugars—	
Barrels	4 70
50 lb. boxes	4 90
25 lb. boxes	5 10
Paris Lumps—	
100 lb. boxes	5 25
50 lb. boxes	5 35
25 lb. boxes	5 55
Crystal Diamonds—	
Barrels	5 30
100 lb. boxes	5 25
50 lb. boxes	5 35
5 lb. cartons	7 40
Crystal Dominoes, cartons	7 50
Yellow Sugars—	
No. 3	4 45
No. 2	4 35
No. 1	4 05

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

MOLASSES AND SYRUPS.—Markets continues fair and without change.

Syrups—		Per case.
2 lb. tins, 2 doz. in case	....	2 50
5 lb. tins, 1 doz. in case	....	2 85
10 lb. tins, ½ doz. in case	....	2 75
20 lb. tins, ¼ doz. in case	....	2 70
Barrels, per lb.	....	0 03½
Half barrels, lb.	....	0 03¾
Quarter barrels, lb.	....	0 04
Pails, 38½ lbs. each	....	1 85
Pails, 25 lbs. each	....	1 35
Molasses, per gallon—		
New Orleans, barrels	0 27	0 29
New Orleans, half barrels	0 29	0 31
West Indies, barrels	....	0 28
West Indies, half barrels	....	0 30
Barbados, fancy, barrels	0 45	0 47
Barbados, fancy, half barrels	0 49	0 50
Maple Syrup—Compound—		
Gallons, 6 to case		4 80
½ gals., 12 to case		5 40
¼ gals., 24 to case	4 80	5 40
Pints, 24 to case	2 70	3 00

Maple Syrup—Pure—		
5 gallon cans, 1 to case	....	1 25
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case		7 25
Quarts, 24 to case	7 25	8 40
Pints, 24 to case	....	4 70
Maple Sugar—		
Pure, per lb.	0 14	0 15
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	....	3 00
Maple butter, lb. tins, dozen	....	1 90

DRIED FRUITS.—New crop Valencia raisins have arrived, and are quoted ½ to 1 cent lower at 7½c., with seeded, fancy, 8-8½c. Evaporated apples, still old stock, are firmer, and most quotations are 8-8½c. Peaches are slightly lower, ranging from 8¼c to 8¾c.

Apples, evaporated, per lb.	0 08	0 08½
Apricots—		
Standard, 25 lb. boxes	0 16	0 18
Choice, 25-lb. boxes	0 18	0 20
Fancy	0 22	0 24
Candied Peels—		
Lemon	....	0 11
Orange	....	0 12
Citron	....	0 16
Currants—		
Filiatras, per lb.	....	0 06½
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	0 09
Vostizzas, shade dried,	0 10½	0 11
Cleaned, ¼ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 07	0 07½
Package dates, per pkg.	0 06½	0 07½
Figs—		
Natural figs, in bags, lb.	0 06	0 07
Comadre figs, in taps, per lb.	0 04	0 04½
Eleme figs, in boxes, according to size, lb.	....	0 08
Peaches—		
Standard, 50-lb. boxes	....	0 08¼
Choice, 25-lb. boxes	....	0 08¾
Choice, 50-lb. boxes	....	0 08½
Raisins—		
Sultana, choice	0 10	0 12
Sultana, fancy	0 12	0 14
Valencias, old stock	....	0 07½
Seeded, fancy, 1 lb. packets	0 08½	0 09
Seeded, choice, 1 lb. packets	0 08	0 09

SPICES.—Imposition of one cent per lb. duty by U. S. on spices is not believed by importers here as likely to affect prices any in Canada as little business is done over the boundary line. Celery seed, which in past two years had very poor crop, is due for big tumble and prices, it is said, will be cut in two. Present quotations in all lines are unchanged.

	5 and 10 lb. Tins.	¼ lb. pkgs. doz.	¼ lb. tins. doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	23—28	72—0 90	90—1 15
Cloves	30—35	1 08—0 95	..—1 08
Cream tartar	33—35	....	....
Curry powder	..—35	....	....
Ginger	22—27	65—0 85	75—0 95
Mace	75—1 00	....	0—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	19—22	67—0 75	80—0 90
Peppers, white	27—29	90—1 05	1 05—1 15
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	75—0 00	75—0 00
Turmeric	16—18	....	....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Cardamon seed, per lb., in bulk	1 80	2 25
Carraway, per lb.	....	0 10
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 10	0 12
Celery seed, per lb., in bulk	0 60	0 70
Shredded cocoanut, in pails	0 18	0 20

RICE AND TAPIOCA.—Rangoon advanced ¼ cent a lb. this week. Tapioca is slightly easier.

Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	....	0 05½
Patna, per lb.	0 05½	0 06½
Japan, per lb.	0 05½	0 08
Java, per lb.	0 06½	0 07
Carolina, per lb.	0 08	0 10
Sago—		
Brown, per lb.	0 04½	0 05
White, per lb.	....	0 05½
Tapioca—		
Bullet, double goat	....	0 09½
Medium pearl	....	0 05
Seed pearl	....	0 05½
Flake	....	0 09½

NUTS.—New crop of pecans is lower than for 6 years. Generally speaking, however, there is no easing off in nuts. Except marbot, walnuts and pecans, prices are ruling higher, especially in Brazils, which are and will be very high.

	Per lb.	
In shell—		
Almonds, Formigetta	0 15	0 16
Almonds, Tarragona	....	0 17
Brazils	0 20	0 22
Filberts, Sicily	....	0 12½
Filberts, Barcelona	....	0 09½
Peanuts, green, per lb.	0 10½	0 11
Peanuts, roasted	0 12½	0 14
Pecans	0 14	0 16
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Grenoble	0 16	0 16½
Walnuts, Marbots	0 15	0 15½
Walnuts, Cornes	0 13	0 14
Shelled—		
Almonds	0 40	0 41
Filberts	....	0 27
Peanuts	0 09	0 10
Pecans	....	0 75
Walnuts	0 32	0 35

COFFEE.—Market has been in excited condition for past week, advances having been established on Santos to extent of 1 ½ cts. per lb., and on mild grades sympathetically about 1 cent.

Stocks in hand of trade in U. S. are reported almost at vanishing point and selection, particularly Santos, somewhat poor in quality. European and Brazilian buying on New York Exchange has attained largest volume on record, which would be evidence that primary market is looking for further substantial advances.

Local conditions practically unchanged, as roasting trade would seem to have sufficient stock to carry over for a couple of months, and are evidently disposed to give retailers advantage of that position.

TEAS.—London cables report best grades higher and lower grades steady and declining.

CANNED GOODS.

Montreal, Sept. 30.—Reports of last week regarding advances in prices of salmon at the coast have this week been confirmed and a 25 cent increase definitely stated. Locally no advance has yet been effected, and may not follow until dealers unload themselves of stocks already contracted for.

First new pack salmon arrived this week, including pinks, cohoes, and red springs. Sockeyes have not yet appeared, but are expected next week. Prices are as follows:

	Per doz.	
Salmon—		
Pinks, talls	0 90	0 95
Cohoes, talls	....	1 40
Red Spring, talls	....	1 65
Sockeye, talls	....	1 90

Sockeye, it is claimed, are completely sold out both in talls and flats, and with only a few halves remaining.

Blueberries are now completely sold up. Crop, it is claimed, proved much poorer than expected, so that now only 15 per cent. delivery will be possible.

Apples also are scarce, so that only 40 to 50 per cent. deliveries can be made.

Jams, such as cherries and strawberries, are also practically sold up.

Toronto, Oct. 2.—Report of increase of 25 cents on best grades canned salmon at coast is confirmed, which would mean similar increase here. However, most of wholesalers report that grocers are well stocked at prices as first announced.

Some manufacturers report themselves cleaned out of strawberry jam, of which crop was very light.

Tomatoes still continue very plentiful and many canners, it is said, will have pretty nearly all they want. Prices paid by canners are reported to be 30-35 cents a bushel. Corn, however, will be short.

MANITOBA MARKETS.

POINTERS:—

Raisins and Prunes—Advance.

Winnipeg, Oct. 1.—Records are being broken daily in wheat receipts, and the quality of the new crop is unexcelled. Under pressure of immense receipts price has declined, but to no very great extent, and signs are not lacking of an advance. The European demand for first-class milling wheat is going to be very strong, and Western Canada has the goods to offer.

Business generally seems to be steadily improving, and now compares favorably with that of last year, and there is reported to be some improvement in collections. The beautiful weather that has characterized the last four weeks has no doubt helped the retail grocers, no worries about fall and winter purchases of clothing having as yet caused customers to curtail their expenditure for luxuries.

Firmness in dried fruits in all lines is the feature of the market. All corn products are also firm and expected to advance.

SUGARS.—The preserving season is about over. During its progress consumption has been very heavy, and some falling off may naturally be expected. The market is steady, and has not been further affected by Eastern rumors of impending changes.

	Per 100 lbs. in bbls.
Sugar—	
Extra standard granulated	5 10
Extra ground or icing	5 65
Powdered	5 45
Lumps, hard	5 95
Montreal yellow	4 65
B. C. yellow	4 65

Prices on sugar in bags, 5c per 100 lbs. less.

SYRUPS.—Syrups are firm, and in somewhat better demand. They should be a good line to feature during the next few weeks, as butter prices are steadily advancing.

Corn Syrups—		
Barrels, per 100 lbs.	....	4 25
Cases, 20-lb. tins, ¼ doz. in case	....	2 77
Cases, 10-lb. tins, ½ doz. in case	....	2 66
Cases, 5-lb. tins, ½ doz. in case	....	2 86
Cases, 2-lb. tins, 2 doz. in case	....	2 48
Molasses—	Per gal.	
Barbadoes	0 45	0 50
New Orleans	0 33	0 35
Maple Syrups—	Per case.	
Quarts	....	6 20
Half gallons	....	5 85

DRIED FRUITS.—Dried fruits are firm; prunes have had a further advance, and some lines of raisins are also higher. Muscatels are up ½ to ¾ cents. New pack of Spanish Valencias is expected here in October, but it will be quoted at a reduction, the probable price being in the neighborhood of $2.50 for 28 lb. boxes for selects. Peels of the new crop are now on market at ¼ to ½ cent below last year's figures. Trade in dried fruits should now show some revival.

		Per lb.
Apricots—		
Choice	....	0 16½
Standard	....	0 16
Slab	....	0 11½
Currants—		
Dry clean	....	0 07½
Washed	....	0 07¾
1 lb. package	....	0 08¾
2 lb. package	....	0 17¾
Figs, Cooking—		
Choice, boxes	....	0 06¼
Half boxes	....	0 06½
Half bags	....	0 05¼
Nectarines	....	0 11½
Prunes, in 25-lb. boxes—		
90 to 100	....	0 06⅜
80 to 90	....	0 06⅞
70 to 80	....	0 07½
60 to 70	....	0 08⅜
50 to 60	....	0 10¼
40 to 50	....	0 12
Raisins, Valencias—		Per box.
Fine, f.o.s., 28s, s.p.	....	2 75
Fine, selected, 28s, s.p.	....	2 70
4-crown layers, 22s, s.p.	....	2 75
4-crown layers, 17s, s.p.	....	1 40
4-crown layers, 17s, s.p.	....	0 75
Ne plus ultra, 82s, s.p.	....	2 20
Raisins, Sultanas—		
Californias	....	0 09¾
Smyrnas	....	0 14

TEAS AND COFFEES.—Cooler weather would help the tea and coffee trade, but the business shows a steady increase, and is much in excess of that of last year.

		Per lb.
Coffee—		
Rio, No. 5, green	....	0 12½
Rio, roasted	....	0 17¼
Santos, green	....	0 16
Santos, roasted	....	0 21
Chicory, per lb.	....	0 11¼
Teas—		
China, blacks, choice	0 25	0 40
India and Ceylon, choice	0 32	0 49
Japans, choice	0 35	0 45

NUTS.—Trade is steady and demand fair. Street vendors of popcorn and peanuts are on increase, and popcorn is having steady increase in popularity.

		Per lb.
In shell—		
Almonds, Tarragona	....	0 16¼
Brazils	0 18	0 19
Filberts, Sicily	....	0 11½
Peanuts, Jumbos, roasted	....	0 13
Peanuts, choice, roasted	....	0 11
Pecans	....	0 22
Walnuts, Grenoble	....	0 16
Walnuts, Marbot	....	0 13½
Shelled—		
Almonds	....	0 38
Walnuts	....	0 31

BEANS.—Trade in beans is seasonably quiet, but an improvement may be looked for with the advent of colder weather.

Beans—		
Hand picked	....	2 35
3 lb. picker	....	1 95
Peas—		
Split peas, sack, 98 lbs.	....	3 85
Whole peas, bushel	2 75	2 85
Barley—		
Pot, per sack 98 lbs.	....	4 75
Pearl, per sack 98 lbs.	....	3 65

GREEN FRUITS AND VEGETABLES.—Business in green fruits has been very brisk, and shows as yet but little falling off, although the preserving season must be nearly over.

		Per bushel.
Cranberries, Cape Cod, bbl.	....	10 00
Potatoes, loads	....	0 40
Potatoes, car lots	....	0 35
Tokay grapes, case	....	3 00
Ontario grapes, basket	....	0 30
Cocoanuts, dozen	....	1 25
Iowa apples, bbl.	....	5 00
Washington plums, crate	1 00	1 25
Washington peaches, crate	....	1 00
Washington pears, crate	....	3 50
Bananas, per bunch	2 50	3 50
Californian lemons, crate	....	10 00
Messina lemons	....	7 50
Valencia oranges	6 50	7 00
Evaporated cranberries	....	3 50
California plums, crate	2 00	2 50
California peaches, crate	1 35	1 50
Imported honey, box	....	5 50
Ontario tomatoes, basket	....	0 75
Ontario pears, basket	....	0 75
B. C. crab apples, basket	....	2 25
Valencia onions, 140-lb. crate	....	3 75
Spanish onions, 40-lb. crate	....	1 75

FISH.—Trade in oysters is now quite brisk. Pickerel and kippered herrings have declined in price.

Fish—		
Codfish	....	0 10
Halibut	....	0 11
Oysters, Imperial gallon	....	2 25
Large tins, 4 1-6 gals.	....	10 50
Pickerel	....	0 08
Salmon	....	0 14
Trout	....	0 12½
Whitefish	....	0 08½
Cured—		
Kippered herrings, box	....	1 75
Holland herrings, keg	....	0 72
Salt mackerel, kits	....	2 75

NEW BRUNSWICK MARKETS.

By Wire.

St. John, Oct. 1.—General trade conditions good; collections brighter. Big lumber mill strike being settled makes outlook better. Little change in quotations. Brooms are up 25 cents. Flour, Manitoba, is expected to drop any day. Mill feeds are still firm, no lower quotings expected. Provision market continues unchanged with prospects of higher beef owing to supply shortage. There is no change either in pork or beef at present.

Apples are scarcer than for several years and selling at $3 a bbl. Eggs are up from 2 to 3 cents. Dairy butter has advanced 1 cent, and creamery 2 cents. Potatoes are coming in more plentifully and have dropped from 15 to 25 cents a bbl.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	0 16	0 16½
Backs, American clear, per bbl.	25 00	27 50
Pork, domestic, mess, per bbl.	....	29 00
Butter, dairy, per lb.	....	0 25
Butter, creamery, per lb.	0 26	0 28
Cheese, new, per lb.	0 14¾	0 15
Eggs, in case, 25c; hennery	0 32	0 34
Lard, compound, per lb.	....	0 11½
Lard, pure, per lb.	0 16	0 16½
Flour and Cereals—		
Buckwheat, W., grey, per bag	2 75	2 85
Cornmeal, gran., $5.50; bbls., $3.85; bags	....	1 85
Flour, Manitoba, per bbl.	....	6 45
Flour, Ontario, per bbl	....	5 60
Rolled oats, per bbl.	....	5 40
Oatmeal, standard, per bbl.	....	5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Potatoes, barrel	....	1 50
Sugar—		
Standard granulated	....	4 70
United Empire	....	4 60
Bright yellow	....	4 40
No. 1 yellow	....	4 20
Paris lumps	....	5 60
Molasses, Barbados, fancy	0 38	0 39
Currants, 1s, per lb.	0 07¾	0 08
Raisins, California, seeded	0 08½	0 09
Rice, per cwt.	3 60	3 70
Beans—	Per bushel.	
Canadian white	2 35	2 40
Austrian	2 50	2 55
Yellow eye	3 75	3 80
Canned Salmon—	Per 4 doz. case	
Pinks	4 25	4 75
Cohoes	7 40	7 60
Red spring	8 25	9 25
Canned Fruits and Vegetables—		
Beans, baked	1 30	1 35
Beans, string	0 87½	0 90
Corn, dozen	0 97½	1 00
Peas, No. 4	0 85	0 90
Peas, No. 3	0 87½	0 90
Peas, No. 2	0 90	0 95
Peas, No. 1	1 30	1 35
Peaches, 2's, dozen	1 55	1 60
Peaches, 3's, dozen	2 35	2 40
Raspberries, dozen	1 97½	2 00
Strawberries	1 97½	2 00

FISH.—Supply of fresh stocks in fish market past week was limited. There were really only about four kinds of fish on hand, haddock, cod, halibut, and mackerel. In consequence of shortage in fresh stocks which sold at about same price as for last few weeks, there was heavier demand for salt lines, and smoked fish. One of chief reasons for scarcity according to local merchants is the fact that dogfish have made great inroads upon smaller fish.

NOVA SCOTIA MARKETS.

By Wire.

Halifax, Oct. 1.—Business is quite brisk in local grocery markets. Prices in some lines are a little easier. Side bacon is down one cent per lb. and roll half cent. Lard has declined half cent. Valencia onions are half cent higher and rolled oats have been advanced ten cents per bag. Potatoes are in good demand at 65 cents a bushel. Fruit markets are active, choice gravensteins bringing five dollars while fair are going at three dollars. Dried fruits are scarce.

Apples—		
Gravensteins, No. 1, bbl.	....	5 00
Gravensteins, No. 2, bbl.	3 00	3 50
Eggs, new laid, per dozen	....	0 32
Potatoes, bushel	....	0 65

SASKATCHEWAN MARKETS.

By Wire.

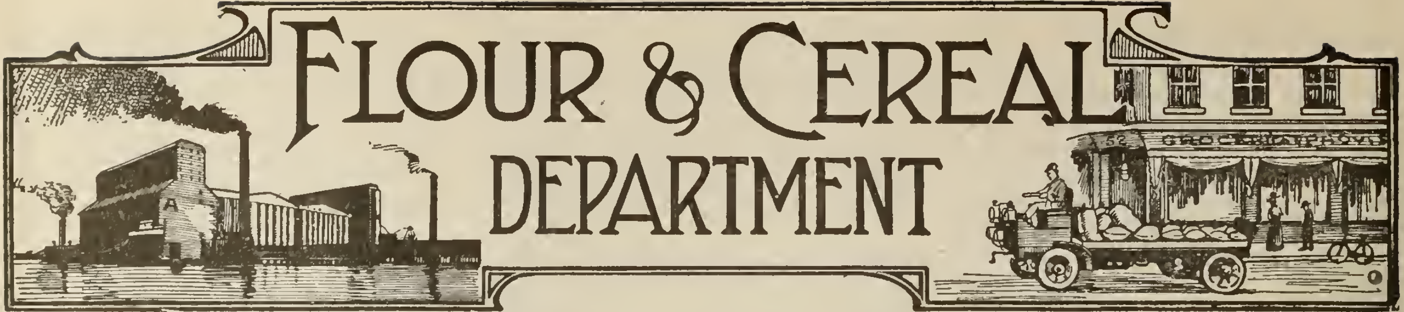
Regina, Oct. 1.—Markets are rather quiet here, with little change. Canned salmon and canned corn are reported easier.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 22¾	0 23
Butter, creamery, per lb.	0 28	0 30
Corn, standard, per 2 dozen	2 05	2 10
Cheese, per lb.	0 16	0 16¼
Eggs, per dozen	....	0 28
Lard, 3's, per case	8 05	8 25
Lard, 5's, per case	8 00	8 15
Lard, 10 s, per case	7 95	8 05
Lard, 20's, each	2 65	2 90
Flour and Cereals—		
Cornmeal, 24s, 67¾c; 29s, $1.20-$1.25; 10-10s, $2.55-$2.75; 98s	....	2 44
Flour, 24s, $3.00; 49s, $2.95; 98s	....	2 90
Rolled oats, 10-8s, $2.35-$2.36; 20s, 47½-52c; 40s, 99c-$1.00; 80s	1 92	1 95
General—		
Potatoes, per bushel	....	0 50
Beans, Ontario, per bushel	2 00	2 20
Beans, Hungarian, per bushel	....	2 65
Raisins, seeded, per lb.	0 06½	0 08½
Rice, per cwt.	4 35	4 40
Sugar, standard, gran., per cwt	....	5 37
Sugar, yellow, per cwt.	....	4 97
Starch, standard, per case	....	2 80
Canned Goods—		
Corn, standard, per 2 dozen	2 05	2 10
Peas, standard, per 2 dozen	2 00	2 04
Tomatoes, standard, per dozen	2 95	3 25
Salmon, Sockeye, 4 doz. case	....	7 60

AN OYSTER RECIPE.

Pate a La Princesse.

Boil one pint oysters 3 minutes in one cup water, adding one gill of white wine. Drain and put in 6 pate shells lightly spread with anchovy paste. In a saucepan, mix one tablespoonful each butter and flour, ½ gill cream and the oyster liquor. Season with salt, cayenne and grated nutmeg. Boil a minute, stirring continually. Add yolk of one egg and stir briskly 2 minutes. Pour this sauce over the oysters in the pate shells, sprinkle grated cheese over the top and bake 5 minutes.



FLOUR & CEREAL DEPARTMENT

Manitoba Flour Takes a Drop of 20 cents

General Decline on All Grades This Week—Still 30 Cents Above Last Year's Lowest—Drop in Winter Wheat Flour in Montreal and Toronto Averaging 20-30 Cents.

After situation in West had been sized up pretty thoroughly and wheat continued easier, millers decided on cut of 20 cents on all Manitoba wheat flour coming into effect in Montreal on Tuesday of this week, and in Toronto on Wednesday. Flour is still 30 cents higher than last year's lowest, and some brokers on Wednesday said they looked for further decline later. In 1912 total drop was 50 cents—20c first and 30c some weeks afterwards. In Montreal winter wheat flour dropped 20 cents also. This decline has been carried over several weeks in Ontario, and ranges as high as 30 cents.

Western wheat continues to be rushed to elevators, and arrivals at Winnipeg daily are phenomenal compared with all previous records. London cables state that Australian crop prospects are fine, while Russia is offering freely with pressure to sell, which tends to check to some extent demand for Canadian wheat. World's wheat crop estimated at 449,000,000 quarters, increase of 11,000,000 over last year.

MONTREAL.

FLOUR.—Manitoba and winter wheat flours dropped 20 cents per barrel here on Tuesday morning last. While up till within the past two weeks firmness prevailed on wheat markets, during that time prices have fallen off considerably. As a result of the most successful crop the West has yet known, and the fact that farmers are urging their product on the market, wheat has now fallen to a level somewhere round 82 to 83 cents, and shows signs of going still lower. Thus with these prospects millers considered it advisable to drop flour now rather than to keep it up in face of a declining market. They now claim that prices are settled for the rest of the season.

		Car lots, in bags, per bbl.
Manitoba Wheat Flour—		
First patents	....	5 40
Second patents	....	4 90
Strong bakers'	....	4 70
Flour in cotton sacks, 10 cents per barrel more.		
Winter Wheat Flour—		
Fancy patents	....	5 00
90 per cent.	....	4 90
Straight roller	....	4 70
Blended flour	4 80	5 00

CEREALS.—Scarcity in cornmeal in Montreal has now become so marked that the miller with a car to sell is considered extremely fortunate. Market shows great firmness, and should present conditions prevail it is considered that a further advance will be necessary. All indications point towards scarce cornmeal all winter owing to shortage of Southern crops.

Rolled oats continue steady, but with no decided feeling in the market. While some millers claim that prices have been high throughout the season, and now have reached about the proper level, others consider that the drop of last week was too great, and will have to be overcome to some extent shortly.

Cornmeal—		Per 98-lb. sack
Kiln dried	....	2 60
Softer grades	....	2 50
Rolled Oats—		90s, in jute.
Small lots	....	2 22½
25 bags or more	....	2 12½
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—Fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.		
Rolled wheat—		100-lb. bbls.
Small lots	....	2 85
Hominy, per 98-lb. sack	2 40	2 75

MILL FEEDS. — Greater firmness rules again in all mill feeds following decline in flour of this week. Demand is still heavy and supply limited, so that millers look for firmness in the market for some time to come.

Mill Feeds—		**Car lots, per ton**
Bran	....	22 00
Shorts	....	24 00
Middlings	....	26 00
Wheat moulee	....	28 00
Feed flour	....	34 00
Feed cornmeal, per cwt.	....	1 85

TORONTO.

FLOUR.—Drop in Manitoba wheat flour of 20 cents extends to all grades, and, as has been said, may be followed by another in a few weeks. After second drop last year Manitoba went up again. Reductions in winter wheat flour have been spasmodic in Ontario, and different mills have not all been agreed until new flour market found itself. Prices given below, however, cover present range.

There is good export demand for both Ontario and Manitoba. Tests are being conducted at Ontario Agricultural College, Guelph, as to baking qualities of new Western and Ontario wheat.

Local demand for winter wheat flour is improving, as present prices seem likely to last for some time.

Manitoba Wheat Flour—		**Small lots, in bags. per bbl..**
First patent	....	5 30
Second patent	....	4 80
Strong bakers'	....	4 60
Flour in cotton sacks, 10c per bbl. more.		
Winter Wheat Flour—		
Fancy patents	4 70	4 90
90 per cent.	4 40	4 50
Straight roller	4 50	4 60
Blended flour	4 70	4 85

CEREALS. — Rolled oats continue firm at last week's lowered prices. There is some offered for export, but considered out of line. Cornmeal remains firm, but enough is coming over to supply local demand.

Cornmeal, per 98 lb. bag—		
Kiln dried, 25 bag lots	**2 20**	**2 30**
Softer grades, 25 bag lots	**1 90**	**1 95**
Rolled oats, per 90 lb. sack, in jute—		
Small lots	2 22½	2 25
25 bags to car lots	2 12½	2 17½
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal, standard and granulated, 10 per ceut. over rolled oats in 90 S, in jute.		
Rolled Wheat—		
50 lb. boxes	....	1 45
100 lb. barrels, small lots	....	2 80
100 lb. barrels, 5 bbl. to car lots....	....	2 70

MILL FEEDS.—Prices continue unchanged, and for present at least recent rapid advances seem checked. Demand remains steady.

Mill Feeds—		**Car lots, per ton.**
Bran	....	22 00
Shorts	....	24 00
Middlings	....	26 00
Wheat moulee	....	28 00
Feed flour, per bag	....	1 70

WINNIPEG.

FLOUR AND CEREALS.—There is a much improved export outlook for flour. Millers are greatly pleased with the milling value of the new season's wheat. They claim to be turning out the finest flour ever manufactured. Domestic demand is satisfactory.

Flour, Manitoba Wheat—		Per bbl.
Best patents	....	5 60
Second patents	....	5 10
First clears	....	4 20
Low grade	2 90	3 10
Jute bags, 10 cents less.		
Cornmeal, 98s	....	1 95
Rolled oats, 80s	....	1 65
Oatmeal, granulated, 98s	....	2 15
Wheat granules, bale, 16-60	....	3 25

⁂

MUCH IN DEMAND.

The MacLean Publishing Co., Ltd.,
Toronto, Ont.

Dear Sirs :—

I like the items in your issue of 5th inst., page 34, Canadian Grocer.

We are buying this paper for the store, but as the buyer is generally in need of it when I want to see it I will have to get a year's subscription for myself. So if you will kindly send me year's subscription of The Canadian Grocer, I am sure that you can teach me a whole lot of things I never learnt at school.

Enclosed find $2.00 to cover. Please commence with the September 5th issue, and oblige,

G. D. CAMPBELL & CO.,
Per. J. Duncan Campbell.

Weymouth, N. S., Sept. 9, 1913.

Fruit Supplies Falling Off, Prices Higher

Phenomenal Rush of Peaches at an End—Lowest Point Reached in Generation—Cantaloupes Also Made Record—Tomatoes Still Plentiful—Potatoes of Fine Quality; Easier, But Sustained by Tariff Changes.

MONTREAL.

GREEN FRUITS.—Grapes have continued to be main feature of the fruit market during the past week. Offerings up to the present have been liberal, but now show signs of falling off, and with this comes a slight advance in prices.

Tokay grapes have declined about 50 cents per box this week as a result of competition from Canadian stock. Quality, too, is somewhat off, and sizes smaller than week ago, so that attractions to push the sale of this line have not been so great.

Apples for three weeks now have been holding a prominent place on the market. Offerings have been more liberal of late, and as the season is now well on, prices have shown the usual proportionate decline. It is not expected, however, that a much lower level will be struck, as throughout the Dominion the average is only a 50 per cent. crop.

Late Valencias are just about done. Prices advanced sharply this week as a result of scarcity, and are likely to continue high from now on. Early navels are expected in about two or three weeks, with another month the limit.

Peaches are still coming in freely, and a few plums, but in both the rush is now practically over. A number of late variety pears are beginning to appear, and show exceedingly fine stock.

Apples, Canadian, per bbl.—		
St. Lawrence and Wealthies, No. 1..	5 00	5 25
Alexanders and other Falls, No. 1....	3 50	4 00
No. 2s, all grades, 75-$1 less than No. 1s.		
Bananas, crate	2 00	2 75
Blueberries, N.B., per qt.	....	0 19
Cantaloupes, 11-qt. bkt.	....	0 50
Cantaloupes, Canadian, crate, 7-10	1 50	2 00
Cranberries, Cape Cod, bbl.	8 00	9 00
Grapes, Tokay, 25-lb. box	2 25	2 50
Grapes, Moore's early, 6-qt.	....	0 24
Grapes, Niagara, 6-qt. bkt.	....	0 24
Grapes, Red Rogers, 6 qt. bkt.	....	0 27
Grapefruit, Jamaica, 54s, per case	....	5 00
Lemons, Verdelli, case	....	3 50
Limes, Florida, box of 100	....	1 25
Oranges—		
Jamaicas, 126s to 250s	....	3 00
Late Valencias	7 00	7 50
Pears, Gifford, Canadian, 11-qt. bkt.	....	0 50
Pears, Gifford, Canadian, 8-qt. bkt.	....	0 30
Pears, Gifford, Can., per bbl.	....	5 00
Pears, Oregon, box	....	3 25
Pears, Bartlett, Can., per bbl.	....	6 00
Pears, Winter, 11-qt. .....bkt.	....	0 50
Peaches, Freestone, 11-qt. bkt., No. 1....	....	0 50
No. 2	....	0 40
Peaches, Freestone, 6-qt. bkt. No. 1......	....	0 30
No. 2	....	0 25
Peaches, Crawfords and Elberta, California, box	....	1 25
Plums—		
Blue, Canadian, 11 qt. bkt.	....	0 45
Yellow, Canadian, 11 qt. bkt.	....	0 40
Green gages, Canadian, 11 qt. bkt....	0 40	0 50

VEGETABLES.—Various reports are being circulated with regard to the condition of the tomato crop throughout Eastern Ontario and the provinces. Some go so far as to state that the frosts of two weeks ago practically destroyed all remaining stock, while others claim that tomatoes are still to be had in good quantities, and that there is no cause for alarm. Locally the trade is well supplied, not heavily, but with all that are necessary to meet actual requirements.

Spanish onions show a decline this week to $2.50 per case, or $1.75 per half case, following more liberal offerings of Canadian stock.

Potatoes still hold firm, and dealers anxiously await the signing of the Wilson tariff to ship some of their New Brunswick stock into Southern markets.

Cabbage, per doz	....	0 35
Celery, per doz. heads	....	1 00
Corn, per dozen ears	....	0 15
Cucumbers, per dozen	....	0 15
Egg plant, basket of 12	....	0 75
Garlic, per lb.	....	0 10
Onions—		
Spanish, per case	....	2 50
Spanish, half case	....	1 75
Red Danvers, 75-lb. bag	2 00	2 25
Peppers, green, 11-qt. bkt.	....	0 50
Peppers, red, 11-qt. bkt.	....	0 60
Potatoes—		
Green Mountains and Quebecs, per lb	....	0 01
Potatoes, sweet, per bbl.	....	4 50
Potatoes, sweet, Jersey, hpr.	1 50	1 75
Turnips, Quebec, bag	....	1 25
Tomatoes, 11-qt. bkt.	....	0 35
Tomatoes, box 33 lbs.	0 40	1 00

TORONTO.

FRESH FRUITS.—There was strange contrast this week at wholesale fruit market. The Great Peach Crop of 1913 had spent its force, and henceforth offerings wil' dwindle, coming in by thousands, it is true, but insignificant compared with scores of carloads poured in daily for weeks past. Fruit men agree that in at least 25 or 30 years—beyond that they refuse to swear—no such low level in peaches has been reached as last week, when 30 cents took best samples of Elbertas. Toronto commission men had to ship liberally into all parts of province at any prices they could get to prevent wholesale waste for city and adjoining towns could not digest supplies. Some growers even refused to ship at prices offering, and let fruit go to waste on trees. Last week 110 carloads were sent over to States, and during last few weeks shipments aggregated 500 carloads. On Tuesday market was higher, starting at 50 cents and going up to 50 cents for choicest.

"Apples are dead," observed a jobber, and he blamed peaches for it. "We can't even get rid of our ordinary supplies of cookers, for you can get peaches and stew them up as cheap as apples—it is peach pie vs. apple pie, so you can see where apple pie gets off these days." Basket prices showed little change, but barrels were away off from $2.25 to $2.75 usually for the best. A few Duchess were selling around $2.75-$3.00. With falling-off in peaches, apples will go up again, for crop is very poor. Crabs are very high, 40 to 60 cents, with little prospects of lowering.

Grapes are coming in more freely and selling around 20c and 22½c for all varieties. Cheap peaches again have hurt sale of grapes so far, and 11-qt. baskets are a drug, 6-qt. being all public can stand apparently. Indeed, commission men declare larger basket is going off market, except where it is bought for turning into wine.

California Tokays are down 25 cents through local competition. Pears are slightly improved and selling at 35-45 cents.

Cantaloupes are higher, as crop is nearly over, 5 to 10 cents. Output this year has been phenomenal, and demand unusually good.

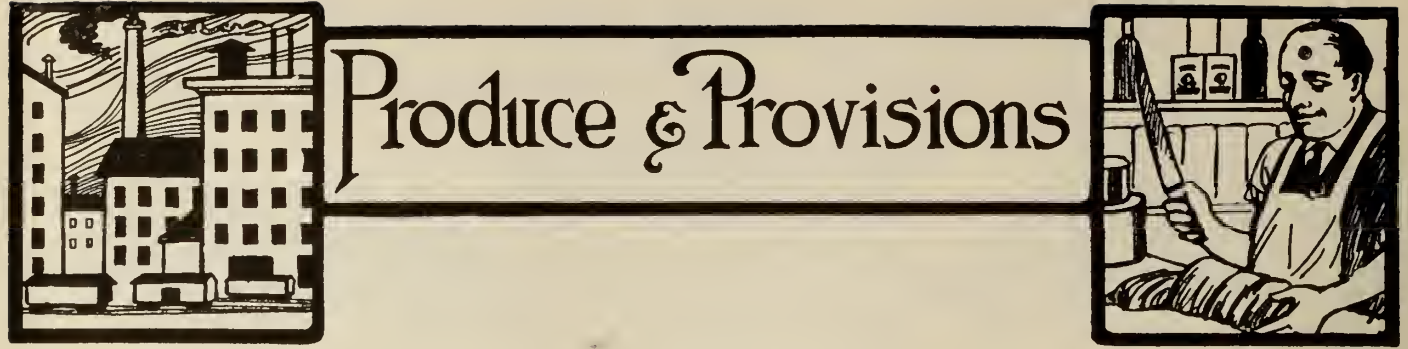
Cranberries are slightly easier, selling at $7.75 as well as $8.00 a barrel.

Apples—		
Wealthy, basket	0 40	0 50
Wealthy and Alexander, bbl.	2 25	2 75
Crab	0 40	0 60
Culverts, bbl.	2 00	2 25
Bananas, per bunch	1 50	1 60
Cranberries, bbl.	7 75	8 00
Cranberries, box	....	3 00
Grapes, Malagas, case	....	2 25
Grapes, Canadian, small basket	0 20	0 22½
Grapes, Tokay, case	....	2 25
Cantaloupes—		
Salmon, crate	0 60	0 70
Salmon, basket	0 35	0 40
Green centres, crate	....	0 50
Green centres, basket	0 30	0 35
Oranges, California, Valencias	5 00	6 50
Limes, per box of 100	....	1 50
Lemons, Verdelli	4 50	5 00
Peaches, Canadian, large bkt.	0 30	0 50
Peaches, Canadian, small basket	0 20	0 25
Pears, California, Bartlett	....	3 00
Pears, Canadian, Bartlett	0 35	0 45
Plums, **California**	1 50	2 00
Plums—		
Canadian, green gages	0 35	0 40
Canadian, blue	0 30	0 40
Canadian, yellow egg	....	0 45

VEGETABLES.—Latest shipments of New Brunswick potatoes continue to show up firm, and Ontario are of better quality than usual. Price is slightly lower this week, ranging around 85-90 cents. Nearly all jobbers quote New Brunswick same as Ontario, though last year, owing to undoubted superior quality, price was at least 10 cents higher. Chances of exporting both Ontario and New Brunswick tend to keep prices up.

Tomato market in much same condition as last week; heavy offerings by market gardeners and farmers at retail stores keeping prices down. In fact, few baskets are being shipped in to commission men from any distance, as it pays better to sell to canners. Bushel lots are quoted around 60 cents, lowest by far this year. Corn is higher, and most was selling at 15 cents. In fact, whole tendency of vegetable as well as fruit market was upward, as supplies are gradually falling off.

Beets, Canadian, per bkt.	....	0 30
Carrots, Canadian, bkt.	....	0 35
Celery, domestic, doz.	0 35	0 40
Corn, dozen	0 12	0 15
Cucumbers, Canadian, basket	0 25	0 35
Egg plant, basket of 12	0 30	0 40
Gherkins, 6-qt. basket	0 75	1 25
Mushrooms, per lb.	....	0 75
Onions—		
Spanish, crate	3 00	3 25
Silver skin, pickling, bkt.	1 25	1 75
Large cooking, bag	1 50	1 75
Parsley, bkt.	0 30	0 40
Green peppers	0 40	0 50
Potatoes, Ontario, per bag	0 85	0 90
Sweet potatoes, bbl.	....	4 25
Sweet potatoes, hamper	....	1 75
Squash, dozen	....	1 25
Tomatoes, Canadian, basket	0 25	0 30
Tomatoes, bushel	....	0 60
Tomatoes, green, basket	....	0 20
Vegetable marrow	0 15	0 25
Water cress, domestic, 11-qt. basket	0 50	0 60



Hams and Backs Drop with Decline in Hogs

From ½ to 1 Cent in Toronto and Prediction is for Lower Prices—Compound Lard Down ½ Cent—Creamery Butter Up 1 to 2 Cents—Eggs Higher With Scarcity and Impending Tariff Changes.

At last!

The tumble in hogs, for which packers have been waiting week after week, has come in earnest.

Canadian Grocer, when two weeks ago Toronto prices fell to $9.40, ventured opinion that this was beginning of steady downward movement, but not until this week when to last week's drop of 25 cents was added another ranging from 40 to 55 cents, was slump absolutely certain.

On top of this comes statement to Grocer by the manager of large packing house that shipments to Western Canada have stopped completely and that not a carload has gone from East in past month. He ventures prediction, confidently, that downward trend in hogs will continue now that Western market is cut off. "Even now," he observed, "prices are far too high."

It so happens that one year ago hog prices were almost identical, $8.60 — $8.70 f.o.b. In July high water mark was reached at $9.25; in August it was $1 per cwt. less; and about same on Sept. 1. On Oct. 1 prices rose to $8.60—$8.70, but declined steadily for rest of year as follows: Nov. 1, $8.30—$8.40; Dec. 1, $7.80; Jan. 1, $7.65.

In sympathy with drop in hogs hams and backs declined from ½ to 1 cent all along line on Toronto market. Compound lard, from easiness in cotton seed oil market owing to imminence of new crop, fell ½ cent in Toronto all around.

Eastern butter prices have had their effect in Toronto and creamery buttery on both markets has advanced. Eggs also are very firm or rising.

Following were offerings on Toronto Produce Exchange on Monday of this week:

BUTTER.—Dairy, 50 boxes, market prints, 24c asked, bid 23c; creamery, 100 boxes solids, finest, 26½c asked, not sold; 100 boxes solids, finest, 26½c asked, not sold; 50 boxes prints, finest, 26¾c asked, bid 26c.

EGGS.—Four hundred cases storages, cases free, 28c asked, not sold.

CHEESE— Fifty large, 13⅝c asked, not sold; 50 large, 13⅝c asked, not sold; 500 twins, 13⅞c asked, not sold.

HONEY.—Ten bbls, No. 1 clover, 10c asked, not sold; 25-20, No. 1, clover, 1912, 10¼c not sold.

MONTREAL.

PROVISIONS.—Breakfast bacon this week shows greater easiness and has dropped about 1 cent per lb. Apart from that, however, prices continue practically unchanged.

Pure lard still holds firm though quiet. Compound lard, however, following an easier feeling on the cotton seed oil market is inclined to show somewhat more marked weakness than week ago.

Hams—	Per	lb.
Light, under 12 lbs.	0 20	0 20½
Medium, 12 to 20 lbs.	0 19½	0 20
Large, 20 to 40 lbs.	0 19	0 19½
Backs—		
Plain, bone in	....	0 23½
Boneless	....	0 26
Peameal	....	0 26
Bacon—		
Breakfast	0 20	0 22
Roll	....	0 17
Shoulders, bone in	....	0 16
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled	0 30	0 30½
Hams, roasted	....	0 31
Shoulders, boiled	....	0 27
Shoulders, roasted	....	0 28
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—	Per	bbl.
Heavy short cut mess	....	30 00
Heavy short cut clear	....	30 00
Clear fat pork	....	28 00
Clear pork	....	26 50
Lard, Pure—	Per	lb.
Tierces, 375 lbs. net	....	0 14½
Tubs, 50 lbs. net	....	0 14½
Boxes, 50 lbs. net	....	0 14½
Pails, wood, 20 lbs. net	....	0 14¾
Pails, tin, 20 lbs. gross	....	0 14½
Cases, 10-lb. tins, 60 in case	....	0 15
Cases, 3 and 5-lb. tins, 50 in case....	....	0 15¼
Bricks, 1 lb. each	....	0 15¾
Lard, Compound—		
Tierces, 375 lbs. net	....	0 10½
Tubs, 50 lbs. net	....	0 10¾
Boxes, 50 lbs. net	....	0 10½
Pails, wood, 20 lbs. net	....	0 11
Pails, tin, 20 lbs. gross	....	0 10½
Csses, 10-lb. tins, 60 in case	....	0 11¼
Cases, 3 and 5-lb. tins, 60 in case....	....	0 11½
Bricks, 1 lb. each	....	0 12¼
Hogs—	Per	cwt.
Live, f.o.b.	9 70	9 95
Live, fed and watered	10 00	10 25
Dressed	....	14 50

BUTTER.— Butter is booming again in the country, and locally prices in creamery have advanced two cents. St. Hyacinthe on Saturday quoted 27¼ and Cowansville 28 cents, which shows an advance of from ¼ to ¾ cents per lb. on week.

This decided firmness is still claimed to be due to the effects of the proposed American tariff changes, which are now awaiting signature. Apart from that there is no further change in the market. Dealers still claim that prices are out of proportion to the real situation, but that until the tariff question is settled, no great change will be effected.

Butter—	Per	lb.
Creamery prints, fresh	....	0 30½
Creamery solids	....	0 30
Dairy, prints or solids	0 23	0 24
Separator, prints or solids	0 23	0 24

EGGS.—Fresh eggs moved up 1 to 2 cents, and all other stock 1 cent per dozen this week, due scarcity of available supplies. Western sellers are reported to be all sold up close, so that practically no headway can be made at present on stocks. Last year they held over supplies and had to sacrifice later, but this year so far as can be found all available supplies have been contracted for.

Eggs, case lots—	Per	dozen.
New laids	0 38	0 39
Selects	....	0 31
No. 1s	....	0 28
No. 2s	....	0 23
Splits	....	0 22
New laid eggs, in cartons	....	0 40

CHEESE.—On country boards cheese is once more showing easiness so that dealers are now begining to hope for better prices. As the season closes, however, demand over the cable has been heavier. This may still keep prices up, and even tend to firmness on local markets for a time anyway.

Cheese, White or Colored—	New.	Old.
Large	0 14	0 15
Strong	....	0 16½—0 17
Twins	0 14½	0 15
20 lb. new	0 15½—0 16	....
Stilton	.. .	0 17

..POULTRY. — Market on fowl and ducks has this week declined owing to heavier offerings in both lines. Only a fair amount of business is passing, but should pick up rapidly within the next few weeks, following cooler weather and more seasonable demand.

Fresh stock—	Live.	Dressed.
Broilers, per lb.	0 22—0 24	....

Broilers, per pair	......	1 25
Ducks, milk fed	0 14—0 15	0 20—0 22
Ducks, old	0 12—0 13	0 14—0 15
Fowl	0 14—0 15	0 17—0 18

HONEY. — Dealers are now looking forward to easier prices on honey in near future. The buckwheat crop is said to be fair, and the clover crop good, so that with heavy offerings it is claimed prices will have to come down. In Montreal jobbers have ceased buying clover and are now confining their attention largely to buckwheat on account of the heavier demand for that variety, but in other centres the reverse is said to be the case. One producer this week wrote in offering 16,000 lbs., and another 18,000 lbs., which tends to bear out the contention of the jobbers that honey knows no scarcity this year.

Honey—	White Clover per lb.	Buckwheat per lb.
Barrels	0 12	0 09
Tins, 60 lbs.	0 12¼	0 09½
Tins, 30 lbs.	0 12½	0 09¾
Comb, 13-14 oz. section	0 20	0 15—0 16
Tins, 5 and 10 lbs.	0 13	0 10

TORONTO.

PROVISIONS.— Almost immediately hams and backs followed drop in hogs and light hams fell from 21½ to 20½, with medium and large also 1 cent lower. Backs were not so pronounced and ½ cent registered drop. Bacon was unchanged. Hogs fell from $9.15 to $8.75 while some sold for $8.50 and $8.60. Compound lard as has been noted, fell ½ cent to 10c for 400 lb. tierces, due to easier feeling on approach of new crop of cotton seed oil.

Pure lard did not reflect drop in market for reason that it did not follow hogs entirely in rise, and at present hog prices are considered none too high. With further drop in hogs, however, lard is looked to for a decline.

Hams—		
Light, per lb.	....	0 20½
Medium, per lb.	....	0 20
Large, per lb.	0 19	0 19½
Backs—		
Plain, per lb.	....	0 23½
Boneless, per lb.	0 25	0 25½
Pea meal, per lb.	0 24	0 25
Bacon—		
Breakfast, per lb.	0 20	0 21
Roll, per lb.	....	0 17
Shoulders, per lb.	0 15	0 15½
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 16½	0 16¾
Long clear bacon, heavy	0 15	0 15¼
Cooked Meats—		
Hams, boiled, per lb.	....	0 30
Hams, riast, per lb.	....	0 30
Shoulders, boiled, per lb.	....	0 22½
Shoulders, roast, per lb.	....	0 23½
Barrelled Pork—		
Heavy mess pork, per bbl	24 00	25 00
Short cut, per bbl.	28 50	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb	0 13¾	0 14
Tubs, 60 lbs., per lb	0 14	0 14¼
Pails, 20 lbs., per lb	....	0 14½
Pails, 3 and 5 lbs., per lb	....	0 15¼
Bricks, 1 lb., per lb.	....	0 15½
Lard, Compound—		
Tierces, 400 lbs., per lb	0 10	0 10½
Tubs, 60 lbs., per lb.	0 10½	0 10¾
Pails, 20 lbs., per lb.	0 10¾	0 11
Hogs—		
F.O.B., live, per cwt.	8 60	8 75
Live, fed and watered, per cwt	....	9 10
Dressed, per cwt.	12 00	12 50

BUTTER.—Steady increases in Quebec butter have had effect on Toronto prices and creamery prints rose from 26 to 27, and solids from 24 to 25, advance of 1 cent. Dairy are not quotably higher but are firm. On Toronto Produce Exchange creamery was up 1 cent compared with week ago.

Our produce merchant explained rise in butter as due partly to farmers' wives starting to pack for use in Christmas season. Offerings are lighter and heavy stocks are being used up.

Feeling that lowering of duty from 6 to 2½ cents will start considerable export to U.S., is general. One produce buyer pointed out that creamery that sold for 27 in Canada, was now 32 in New York State, a difference sufficient to allow export at new scale of tariff.

Butter—		
Creamery prints, fresh	0 27	0 29
Creamery solids	0 25	0 26
Dairy prints, choice	0 22	0 24
Dairy solids	0 20	0 22
Separator prints	0 23	0 26

EGGS.—Uncertainty as to real effect of U. S. tariff changes with further lessening in supply, made market still firmer this week, and new laids in cartons went as high as 35 cents a dozen. In fact, as several buyers remarked, "You can get almost what you want for strictly new laids." No. 2's and splits are firm at 22 cents, last week's price after a rise of 3 cents.

General impression is that reduction of duty will cause export of considerable quantity.

Eggs, case lots—	Per dozen.	
Selects	....	0 30
Selected, new laid, in cartons	0 33	0 35
Fresh gathered	0 27	0 28
No. 2's	....	0 22
Splits	....	0 22

CHEESE.—Market is unchanged this week but slightly easier.

Cheese—		
Old, large	0 14¾	0 15
Old, twins	0 15	0 15¼
New, large	0 14¼	0 14½
New, twins	0 14¾	0 15

HONEY. — Offerings in barrel lots continue to be heavy and bear out contention of buyers that crop is much better than generally represented. Buckwheat sales have begun to become active from chemists and other outlets other than ordinary consumer. Deadlock between beemen and buyers is gradually being settled in latter's favor. Ruling prices are unchanged.

Clover, bbls., per lb.	0 09½	0 10
60, 30-lb. tins, per lb.	....	0 10½
10, 5-lb. tins, per lb	....	0 11
Buckwheat	0 07½	0 08
Comb	2 25	3 00

POULTRY.—Frozen stock has disappeared from market with exception of turkeys. Prices on fresh have dropped owing to poor condition of offerings. Hens are moulting and farmers as usual at this time are clearing out less vigorous stock preparatory to winter. As result broilers went down 2 cents, and fowl had same drop. Turkeys also somewhat easier, and dressed down couple of cents.

Frozen Stock—	Per lb.	
Turkeys, dressed	0 24	0 25
Fresh Stock—	**Live.**	**Dressed.**
Broilers, spring	0 13	0 15
Ducks, spring	0 12	0 15—0 16
Fowl	0 10	0 12
Turkeys, old Tom	0 14—0 18	0 16—0 18

WINNIPEG.

PRODUCE AND PROVISIONS.—Prices on cured meats and lard have generally declined. Dairy butter is stronger and up 1 to 2 cents. Eggs are also dearer, and have advanced 1 to 3 cents per dozen. There is nothing new in cheese.

Cured Meats—		
Hams per ,b.	0 19	0 21½
Shoulders, per lb.	....	0 15
Bacon, per lb.	0 20½	0 22½
Long clear, D.S., per lb.	....	0 13½
Mess pork, bbl.	....	28 00
Lard—		
Tierces, per lb.	....	0 12¾
50 lb. tubs	....	6 50
20 lb. pails	....	2 65
3 lb. tins, cases	....	8 25
5 lb. tins, cases	....	8 17
Butter—		
Creamery, per lb.	0 28	0 30
Dairy, per lb.	0 23	0 25
Cheese—		
Ontario, large, per lb.	....	0 16¾
Ontario, twins, per lb.	....	0 16
Eggs, dozen	0 22	0 25
Eggs—		
Good eggs	....	0 23
Fresh gathered	0 27	0 28

SOUNDS LIKE FAIRY TALE.

But the Claim Is That It Is Perfectly True—Can You Believe It?

A countryman living just beyond the outskirts of London, drove to the metropolis one day to order a few provisions, etc.

(By the way, this account is perfectly true. It is not a problem or a joke. The prices stated can be verified.)

The countryman first went to the nearest cobbler's. There he bought a good pair of shoes. Not shoddy footwear, carelessly turned out or even machine made, but hand-sewed and of fine strong leather. For this pair of shoes he paid just seven cents.

Next he drove to a butcher stall in Smithfield. There he bought a sheep, a dozen chickens and ten pounds of beef. For the sheep he paid 10 cents. For the chickens he paid 1½ cents apiece, or 18 cents for the dozen. The ten pounds of beef cost him a nickel. For beef was half a cent a pound.

Stowing away his purchases in his big wagon, the farmer next stopped at a fish stall, where for 10 cents he bought twenty-five big codfish.

His visit to the grain merchant cost him more. For he was forced to pay 15 cents for a bushel of rye—a sum out of all proportion to his earlier purchases It was cheaper, you see, to buy meat than the rye bread to eat with it.

But his ensuing trip to the draper's for enough homespun cloth to provide him with a winter suit, atoned for the high price of the grain. For he found that stout homespun cloth was selling at 12 cents an ell, or 9 3-5 cents a yard.

The farmer had no trouble in carrying his wares home in his wagon. For the wagon was large. He had driven it to London full of firewood, and this wagonload of wood he had sold for 13 cents.

The foregoing prices are all accurate. The high cost of living had not yet hit England. For, you see, all this happened several years ago.

In fact, it was at the beginning of the sixteenth century. — New York World.

U.S. Fish Buyers in Canada for Supplies

Supplies in States Below Average— Sword Fish Plays Havoc With Little Fellows—New Lines of Smoked and Salted Arrive —Increased Sales of Oysters.

MONTREAL.

FISH.—U. S. buyers are at present said to be at all large Canadian fish producing centres buying up fish in large quantities. This year, it is claimed, has been one of the worst they have ever experienced on their own banks, and this, together with prospect of duty on Canadian fish entering States being removed, has made buying on this side unusually heavy. Thus strong feeling rules on market, and general opinion has it that unless fishing improves considerably prices on all prepared, pickled, and salt fish will, of necessity, advance beyond last year's level. At present all buyers are eagerly seizing stocks offered, and endeavoring to make as large accumulations as possible.

Some houses on coast which made contracts early in season for delivery now are beginning to feel pinch of scarcity, and in all probability will eventually lose on speculation before season is over.

Haddies, kippers and bloaters are expected to be in better supply from now on. Demand for these fish though not heavy so far, is expected to increase steadily until frosty weather sets in.

Though general scarcity rules in pickled fish as above stated, pickled mackerel appear exception. This it is claimed, has been one of biggest years in history at coast, so that already holders of large quantities are looking for a market and willing to make concessions in prices for selling in round lots.

Jewish New Year holidays start this week and continue for two days a week for the next three weeks. With this festival on, fishermen look forward to heavy demand for all lake fish, especially carp, doree and pike. Besides, as production according to reports received to date, will not be large, prices are likely to be firmly maintained.

Owing to stormy weather and presence of dog fish on the fishing grounds supplies of fresh haddock and all fresh ground fish have been restricted to small proportions, and have interfered to some degree in putting up of all kinds of prepared and smoked fish.

This is now last week for brook trout. Closed season commences Oct. 1, and continues on till May 1.

OYSTERS. — Demand for bulk and shell oysters has been so active that stocks have been hard to get. In shell oysters good supplies are expected after Oct. 1.

Stormy weather has somewhat interfered with taking of bulk oysters, and warm weather at consuming centres has cut down sales. Demand to date, however, has been greater than supply.

Fresh Fish—		
Bluefish, per lb.	0 15	0 16
Carp, 100 lb. boxes, per lb.	0 10	0 11
Cod, market, 250 lb. cases, per lb.		0 05
Doree, 100 and 150 lb. cases, per lb.	0 11	0 12
Flounders, per lb.	0 06	0 07
Frogs legs, large, per lb.	....	0 50
Frogs legs, small, per lb.	....	0 25
Haddock, per lb.	0 05	0 06
Halibut, per lb.	0 12	0 13
Herring, per 100 fish, large	....	3 00
Mackerel, 1½ lb. fish, each	....	0 15
Perch, dressed, per lb.	0 09	0 10
Pike, dressed, per lb.	0 08	0 09
Salmon, B.C., per lb.	0 13	0 15
Salmon, Gaspe, per lb.	0 18	0 20
Steak cod, per lb.	....	0 07
Smelts, per lb.	....	0 12
Sword fish, per lb.	0 09	0 10
Trout br,ook, per lb.	....	0 25
Trout, lake, per lb.	0 11	0 12
Turtles, small, per lb.	....	0 15
Whitefish, per lb.	0 12	0 13
Shell Fish, Fresh—		
Clams, per barrel	....	7 00
Crab meats, per gal.	....	2 50
Lobsters, live, per lb.	....	0 30
Lobsters, boiled, per lb.	....	0 32
Oysters, bulk, standards, per gal, $1.50; Selects	....	1 80
Oysters, solid meat, standards, per gal., $1.80; selects	....	2 00
Oysters, Cape Cod, shell	....	9 00
Oysters, Malpeques, shell	10 00	12 00
Periwinkles, per bushel	....	2 50
Prawns, per gal.	....	2 00
Scallops, per gal.	....	2 75
Shrimps, per gal.	....	2 00
Frozen Fish—		
Haddock, per lb.	0 04	0 05
Herring, per 100 fish	....	1 50
Pike, per lb.	....	0 06
Smelts, fancy, per lb.	0 12	0 13
Smelts, No. 1, per lb.	0 08	0 09
Salmon, fancy, Spring, per lb.	0 14	0 15
Salmon, Gaspe, per lb.	0 15	0 16
Salmon, Qualla, per lb.	0 07½	0 08
Whitefish, per lb.	0 07	0 10
Prepared Fish—		
Boneless fish, 20 lb. boxes	0 06	0 07
Cod, boneless, 20 lb. boxes, 2 lb. blocks	0 07	0 08
Cod, pure, 3 lb. box, per lb.	....	0 15
Cod, boneless strip, 30 lb. box, lb.	....	0 10
Cod, shredded, box of 2 doz.	....	1 80
Cod, skinless, per 100 lb. box	....	6 00
Cod, dried, per 100 lb. bundle	....	6 50
Pollock, dried, per 100 lb. bundle	....	6 00
Salted and Pickled Stock—		
Cod, green, ordinary, per 200-lb. bbl.	....	9 00
Cod, green, white napes, per 200-lb. bbl	9 50	10 00
Haddock, No. 1 green, per 200 lbs.	6 00	7 00
Herring, Gaspe, No. 1, ½ bbls., $2.75; bbls....		5 00
Herring, N. S. per ½ bbl.	....	3 00
Herring, N. S., per bbl.	....	5 50
Herring, Holland, per keg, 75c; per ½ bbl., $5.00 to $6.00; per bbl.	9 00	10 00
Herring, Labrador, ½ bbl., $3.25, bbl.	....	5 75
Herring, Scotch, keg of 12 lbs. net, $1.25 to $1.35; ½ bbl.	....	7 00
Mackerel, No. 1, 20 lb. kits, $1.75, ½ bbl., $7.00; bbl.	....	14 00
Salmon, Labrador, ½ bbl., $8.00 to $9.00, bbl.	15 00	16 00
Trout, lake, kegs	....	7 00

TORONTO.

FISH.—After scarcity extending over many weeks salmon trout are becoming more plentiful and are quickly picked up. Several large shipments arrived this week. Whitefish are still scarce. Fresh halibut are again on hand, but not until frozen stock had to be utilized.

Among new arrivals of smoked fish are flounders and fillets of haddie. In prepared fish cod steaks, of which first shipment, as was noted, arrived last week, are selling at 8½ cents and quail on toast at 7½ cents. New sea herring in pails are selling at $1.25 to $1.50 and pails of mackerel from $2.00 to $2.25.

OYSTERS. — Demand has set in steady now and all dealers report considerable increase in sales as compared with last year. Prices are now pretty well settled as given below.

Frozen Fish—		
Roe shad, weight 3 lbs., each	1 00	1 25
Whitefish, per lb.	....	0 10
Fresh Caught—		
Haddock, per lb.	0 06½	0 07
Halibut, per lb.	0 11	0 12
Herring, per lb.	....	0 06
Mackerel, weighing 1½-3 lbs., each	0 15	0 25
Pickerel, yellow, per lb.	....	0 12
Pike, per lb.	0 06	0 08
Salmon, B.C., per lb.	0 15	0 16
Steak, cod, per lb.	....	0 09
Trout, per lb.	....	0 12
Whitefish, per lb.	....	0 12
Smoked—		
Flounders	....	0 08
Fillets of haddie	....	0 12
Finnan haddie, per lb.	....	0 08
Kippers, new, box of 40	....	1 35
Bloaters, box of 60	....	1 25
Prepared—		
Cod, quail on toast	....	0 07½
Cod, steak	....	0 08½
Salted and Pickled—		
Herring, Holland, new—		
Milkers	....	0 85
Mixed	....	0 80
Herring, Labrador, bbl.	....	6 50
Herring, sea, pails	1 25	1 50
Mackerel, pail	....	2 25
Oysters—		
New York counts	....	2 00
Extra selects	1 90	1 95
Straights	1 65	1 75
Shells	8 00	8 50

HALIFAX, N.S.

There is a good run of fall mackerel on coast this season and some large catches are being made on south shore. Fish are of fine quality and demand is good, principally from American market. Swordfish are plentiful and shipments to Boston have been heavy. Halibut is scarce, and receipts of cod and haddock fair.

SEALSHIPTICASE
SEALSHIPT
OYSTERS
Direct from the oyster bed free from water ice or preservative
A pure food natural flavor and freshness guaranteed
Use licensed by Sealshipt Oyster System

The business of the "SEALSHIPT" Oyster System's Canadian Branch has been taken over by us. We can fill all orders promptly for "SEALSHIPT" Oysters or equipment.

Higher Efficiency

You realize that what you deliver to your customer must meet every expectation if complete satisfaction is to be experienced. Not only must you be particular about the goods you deliver, but also your service, as service is growing to be more and more important.

Do you realize that when we get a man's order for oysters, that he writes or wires us for the express purpose of obtaining oysters? As a matter of fact he could have nothing else in mind as we confine our sales to oysters.

In order to get the Dealer to do this you must understand that it is necessary for us to put up a proposition that merits more than casual attention, as perhaps that same merchant is ordering goods from one or more concerns in the same mail who handle oysters as a side line.

It brings it down to a question of effiiciency. We devote our entire time and attention to the one thing we know best. If you are to handle oysters you should obtain the best thing possible. You can afford nothing short of it, as unless this is done your neighbor has the advantage in "higher efficiency."

We handle nothing but Northern grown stock, and the oysters we are shipping this season are the best we have seen in years.

If you are to handle oysters you should be in line the First of October, before your local business settles into definite channels.

If the oysters the Trade receive early in the season are satisfactory, they are likely to continue with that same store throughout the season.

We want your business. Will you not correspond and give us an opportunity to explain our proposition in detail.

CONNECTICUT OYSTER CO.

"Canada's Exclusive Oyster House"

50 JARVIS ST. TORONTO

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER.

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15, and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books ..each	0 04
100 books and over, each.	0 03½
500 books to 1.000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancacke Flour per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$ 2 15
Raspberry, red, h'vy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry.	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 65
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Strawberry	0 13
Black currant	0 13
Raspberry	0 13

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz..	4 60
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz...	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb. ..	0 20
Soluble, bulk, No. 2, lb. ..	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	
Supreme chocolate, ½'s 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz...	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26
Icings for Cake—	
Chocolate, white, pink, lemon orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz...	0 90
Chocolate Confections—per lb.	
Maple buds, 5-lb. boxes ..	0 37
Milk medallions, 5-lb. bxs.	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil Wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. bxs.	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes ..	0 37
Lunch bars, 5-lb. boxes ..	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box. ..	1 36
Royal Milk Chocolate. 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars, per box	0 85

EPPS'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N. S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy chocolate, ½'s..	0 26
" Vanilla sticks, per grs.	1 00
" Diamond chocolate, ⅛s.	0 24
" Plain choice chocolate liquors	20 30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb.; Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box.

The above quotations are f.o.b. Montreal.

ROYAL

BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

DID YOU GET THAT BOOK?

ON

"FISH AND HOW HANDLED"

This is an education in itself, absolutely bristling with ideas on the successful handling of fish. You should have it. Others are studying it and are already acknowledging an increase in their fish department.

Ocean Brand is the Keyword

HADDIES
KIPPERS
BLOATERS
FILLETS
CANADA
BONELESS
COD

Don't Forget Those "Five Signs." They are Free

North Atlantic Fisheries, Limited
MONTREAL

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per Case.
Eagle Brand, ea. 4 doz.	$6 00
Reindeer Brand, ea. 4 doz.	6 00
Silver Cow Brand, ea. 4 doz.	5 40
Gold Seal Brand, ea. 4 doz.	5 25
Mayflower Brand, ea. 4 doz.	5 25
Purity Brand, ea. 4 doz.	5 25
Challenge Brand, ea. 4 doz.	4 75
Clover Brand, ea. 4 doz.	4 75

Evaporated (Unsweetened)—

St. Charles Brand, small, ea. 4 dozen	2 00
Peerless Brand, small, ea. 4 doz.	2 00
St. Charles Brand, Family, ea. 4 doz.	3 90
Peerless Brand, Family, ea. 4 doz.	3 90
Jersey Brand, Family, ea. 4 doz.	3 90
St. Charles Brand, tall, ea. 4 doz	4 50
Peerless Brand, tall, ea. 4 doz.	4 50
Jersey Brand, tall, ea. 4 dozen	4 50
St. Charles Brand, Hotel, ea. 2 doz.	4 25
Peerless Brand, Hotel, ea. 2 doz.	4 25
Jersey Brand, Hotel, ea. 2 doz.	4 25
St. Charles Brand, gallons, ea. ½ doz.	4 75
"Reindeér" Coffee & Milk, ea. 2 doz.	5 00
"Regal" Coffee and Milk, ea. 2 doz.	4 50
"Reindeer" Cocoa & Milk, ea. 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 36
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50lb. case.

Terms—Net 30 days prepaid.

FLAVORING EXTRACTS. SHIRRIFF'S

Quintessential.

1 oz. (all flavors) doz.	1 05
2 oz. (all flavors) doz.	2 00
2½ oz. (all flavors) doz.	2 30
4 oz. (all flavors doz.	3 50
5 oz. (all flavors) doz.	4 50
8 oz. (all flavors) doz.	6 50
16 oz. (all flavors) doz.	12 00
32 oz. (all flavors) doz.	22 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottles (retail at 50c)	4 50
4 oz. bottles (retail at 90)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

GELATINE.

Knox Plain Gelatine (2 qt. size), per doz.	1 30
Knox Acidulated Gelatine (2 qt. size), per doz.	1 30

CLARK'S PORK AND BEANS

IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN, LIMITEE.

Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., cs.	5 00

VICHY LEMONADES.

La Savoureuse Champenoise Cork 50 qts., cs.	8 00
50 pts., cs.	5 00
La Savoureuse "Claret Brown." 100 pts., cs.	9 00
St. Nicholas Champenoise Corks. 50 qts., cs.	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.

Cs. 25 11 lb. bars, lb.	0 08½
Cs. 200 3½ lb. pieces, cs.	4 00
Cs. 12 3 lb. bars, lb.	0 10½
Cs. 50 ¾ lb. pieces, cs.	3 75
Cs. 50 1 lb. sq. pieces, cs.	4 50
Cs. 50 1 lb. long pieces, cs	4 50
Cs. 200 300 grs. pieces, cs	12 00
Cs. 100 300 grs. pieces, cs	6 00
Cs. 200 200 grs. pieces, cs	7 50

ALIMENTARY PASTES.

BLANC & FILS.

Macaroni, Vermicelli, Animals. Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 00
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts.	3 75
Apple juice, 24 pts.	4 50
Champagne de Pomme, 24 p	5 90

Motts Golden Russett—

Sparkling Cider, 12 qts.	4 50
Sparkling Cider, 24 pts.	4 75
Sparkling Cider, 36 sp.	4 90
Extra Fins, 100½	16 00
Apple Vinegar, 12 qts.	2 40

These prices are F.O.B. Montreal.

Imported Peas "Soleil"

	Per case
Sur Extra Fins, 40 Flacons, cs.	$10 00
Sur Extra Fins, 100 ½ kilo, cs.	15 50
Extra Fins, 50 1 kilo, cs.	14 50
Extra Fins, 100 ½ kilo, cs.	15 00
Tres Fins, 100 ½ kilo, cs.	13 50
Fins, 100 ½ kilo, cs.	11 50
Mi Fins, 100 ½ kilo, cs.	11 00
Moyens No. 1, 100 ½ kilo, cs.	10 00
Moyens No. 2, 100 ½ kilo, cs.	9 50
Moyens No. 3, 100 ½ kilo, cs.	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 ½-pints	4 25
Tins—	Gall.
5 gals. 2s	2 00
2 gals. 6s	2 05
1 gal. 10s	2 10
20s, ⅛ gal.	2 60

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	5 40
Cases, 4 doz each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BOAR'S HEAD LARD

COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11⅛
Cases, 10 lbs., 6 to case	0 11

F.O.B. Montreal.

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."

1 lb. glass (2 dz case)	$1.90	$1.80
2 lb. glass (1 dz case)	3.20	3.00
4 lb. tin (1 dz case)	5.50	5.35
7 lb. tin (½ dz case)	8.60	8.35

"IMPERIAL SCOTCH."

1 lb. glass (2 dz case)	$1.60	$1.55
2 lb. glass (1 dz case)	2.80	2.70
4 lb. tin (1 dz case)	4.80	4.65
7 lb. tin (½ dz case)	7.75	7.50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. I CATELLI CO., LIMITED.

Hirondelle Brand

	1 lb. pkgs.	Loose
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs. cases	7	6½
Egg noodles, case 10 lbs. loose; case 60 pkgs, ½ lb. each	7½	7
Marguerite Brand.		
Same assortment as above	6½	6
Egg noodles in 10 lb. cases, loose, in 60 pkgs., ½ lb. each	7	6½
Catelli Brand.		
Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lbs. (loose)		5½
30 lb. cases, 1. lb. packages		6

Terms, Net 30 days.

D. SPINELLI CO., Registered.

Globe Brand.

Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Alphabets 30 lb. case	7	6½
Spinelli Brand.		
Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lb. cases (loose)		5½
30 lb. cases, 1 lb. pkgs.		6

Terms—Net, 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz.	1 90
Straight.	
Lemon contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Raspberry contains 2 doz.	1 80
Strawberry contains 2 doz.	1 80
Chocolate contains 2 doz.	1 80
Cherry contains 2 doz.	1 80
Peach contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER

Assorted case, contains 2 doz.	2 50
Straight.	
Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$ 5.00
Five cases or more	4 95

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.

1-16 gall., doz.	$ 2 00
¼-gall., doz.	6 00
½-gall., doz.	10 80
1 gall., doz.	19 20
1-16 gall., gross lot	20 80

ATTENTION!

Eastern and Western Wholesale Grocers

WE ARE HEADQUARTERS IN CANADA FOR

Canned Vegetables and Fruits **Canned Salmon**
California Dried Fruits and Raisins
Evaporated Apples **White Beans**

Wire us your enquiries. Work with a live-wire house, who will give you lowest prices and prompt service.

THE LARGEST AND MOST AGGRESSIVE WHOLESALE COMMISSION HOUSE IN CANADA

Nicholson & Bain Wholesale Commission Merchants and Brokers **Winnipeg**

Branches: REGINA, SASKATOON, EDMONTON, CALGARY, LETHBRIDGE

Fresh Pork Sausages

September marks the opening of the Sausage Season. Cooler weather and renewed work demand something tasty for breakfast.

Nothing can be more so or more ecomonical than Fearman's Star Brand Fresh Pork Sausages.

Let us book you for a regular daily or weekly shipment.

F. W. FEARMAN CO.
LIMITED
HAMILTON
Established 1854

For 30 Years

Mince Meat and Wethey's have gone hand in hand.

To-day

the two are so intermixed that it is impossible to separate them.

You need mince meat this fall, and if you want **the best** you will insist on

Wethey's

Ask your jobber, or write us.

J. H. Wethey, Limited
ST. CATHARINES, CANADA

THE FAMOUS
GEORGIAN BAY APPLES

TRADE MARK
REGISTERED

BEAVER BRAND

We are again packing this well known Brand of reliable apples. We can now quote you Fall Apples in less than car lots.

WINTER APPLES

We are now in a position to quote prices on car lots or less for fall shipments. We are again putting up Beaver Brand Evaporated Apples.
Write for prices.

ELLIS BROS.
Wholesale Fruit and Produce
MEAFORD, ONT.

APPLES

Before purchasing write for our quotations on the famous **Georgian Bay** apples. We will be packing from five to ten thousand barrels.

LEMON BROS.
Owen Sound, Ontario

In an
Ontario Retail Store

it's first grade quality that sells—there is only a very limited trade for second or third grade goods.

"St Nicholas"

is the first grade of all the Lemons.

J. J. McCABE
Agent
Toronto, Ont.

NATION'S

SPECIALITIES

Egg Powder
Custard Powder
Jelly Powder
Health Saline

Agents required where not already represented

E. J. NATION & CO., LIMITED
Bristol, England

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.
Technical Book Department
143-149 University Avenue, Toronto

OUR GUARANTEE

If this polish damages your customer's piano, we'll pay for the piano. That's why live Grocers everywhere stock it. It sells, repeats, and brings new faces to a store.

Prestolene
(TRADE MARK)
PIANO
GLOSS
THE PERFECT POLISH FOR PIANOS, FURNITURE AND ALL GLOSSED SURFACES

The International Specialty Co.
The PRESTOLENE People, Bridgeburg, Ont.

Order from your jobber, or The Harry Horne Co., 309 King W., Toronto. Leadlay, Limited, Bannatyne Ave., Winnipeg, Man.
Every package carries above guarantee in detail. Our travellers carry unique propositions.

Cape Cod Cranberries

Fancy Early Blacks
Good Color and Sound

Price, - $8.00
3 bbl. lots, $7.75
10 bbl. lots, $7.50

The lowest price they will be this season.

Oysters and Haddies.

WHITE & CO., LIMITED
TORONTO

GRAPES

The crop this year will be away short, but the quality is exceptionally fine. We are in a position to quote you very close prices on any quantity you desire, shipped direct from the vineyards. Ask us for quotations.

CARLOAD LOTS A SPECIALTY

The House of Quality.

HUGH WALKER & SON
Established 1861
GUELPH and NORTH BAY

"Cow Brand" Means Soda Purity

Careful cooks insist on this famous, well proven soda. Are you prepared for the present and fall soda demand?

YOUR JOBBER HAS "COW BRAND."

CHURCH & DWIGHT
Manufacturers LIMITED
MONTREAL

BRITISH and FOREIGN

JAM & MARMALADE PULPS

CITRONS, LEMONS AND
BITTER ORANGES
FRESH AND IN BRINE

SPANISH OLIVES IN BULK

ESSENTIAL OILS
LEMON, ORANGE,
BERGAMOT

F. C. GOODING & CO.
FRUIT PACKERS AND SHIPPERS
36 Eastcheap, LONDON, England
CABLES "GOODINGITE LONDON." ALL CODES.
Represented in TORONTO by W. B. STRINGER

EVERY POUND OF ANCHOR BRAND FLOUR

has character in every ounce

because extreme care, watchfulness, ability, integrity, the most modern equipment and only the choicest Western Spring Wheats form the complement that obtains the highest possible quality every day in the year.

The most searching analysis and tests make uniformity certain.

As rapidly as people learn all the facts about **Anchor Brand Flour,** they are satisfied only with this Brand.

Anchor Brand Flour is better because the trouble and expense are taken to make it better.

Standard Prices—Worth More.

Free samples for Missourians will be sent to Dealers and Bakers for distribution.

Leitch Brothers' Flour Mills, Ltd.

Oak Lake,, Manitoba

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

"YOUNG-TOM" WASHING POWDER for washing clothes, floors, dishes, windows, etc., performs a maximum of service with minimum labor. It does not injure the hands.

"PURITY" LAUNDRY SOAP, a cake soap for those who prefer soap in the lump form. Gives splendid satisfaction.

UNCLE TOM TAR SOAP. A perfect shampoo soap and a boon to roughened complexions and hands. Fragrant and soothing. A most pleasing adjunct to the bath.

GLYCERINE PUMICE, a soap which thoroughly cleanses the hands without injury to the skin.

PURE OLIVE OIL SOAP. The purest soap made. A splendid cleanser and a toilet delight for particular people. Wash the Baby with Pure Olive Oil Soap.

We also make Liquid Olive Oil Soap, Liquid Olive Oil Shampoo, and Liquid Tar Shampoo.

"Young-Tom"
Washing Powder
and Soaps

are good sellers and profit-makers because they do the work.

Young-Thomas Soap Co., Ltd.

Regina, Sask.

Order a stock to-day —the prices are right.

We have them

Giant
Prince
Globe
Beaver

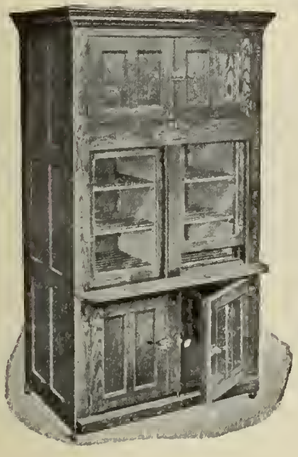
Fruit Jar Rings

Quality Guaranteed

Walter Woods & Co.
HAMILTON and WINNIPEG

EUREKA

Twenty-seven years of Eureka Refrigeration



Over a quarter century experience behind the manufacture of Eureka Refrigerators serves well to make this line the Standard of the Canadian Market. Eureka on a Refrigerator is a guarantee of perfection. The Eureka contains no zinc or galvanized iron or other offensive material likely to conflict with the Pure Food Laws. The Eureka way is the dry cold circulating air way.

WRITE FOR CATALOGUE AND PRICES.

Eureka Refrigerator Company, Limited

64 Noble Street, Toronto.
Montreal Representative
JAMES RUTLEDGE Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg.
Agents at Fort William, Hamilton, Calgary, Moose Jaw, Saskatoon.

WANTED

A well known firm of manufacturers desire to appoint selling agents in each locality in Canada—wholesalers preferred.

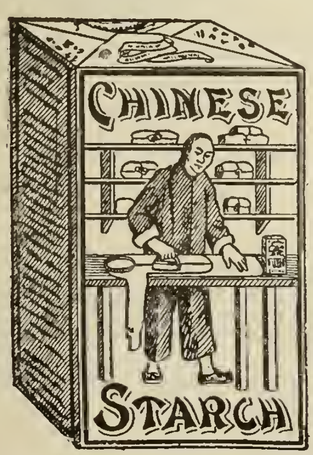
This is a splendid opportunity to handle high grade grocers' specialties on a very profitable basis.

Replies treated in confidence. This is the only time this advertisement will appear. Write to-day.

BOX 32, GROCER.

No Need to Sell Poor Starch

Chinese starch puts the laundry finish on home ironed goods. It is the only starch that contains the secret process oil that makes the iron slide easily.



Chinese Starch

imparts a perfect gloss with least effort, also adds a faint aroma to the linen. Full 16 oz. to the package. Chinese Starch satisfies and keeps on selling.

Ocean Mills, Montreal

O. Lefebvre, Prop.

AGENTS:—Standard Brokerage Co., Vancouver, B.C.; John J. Gilmor, Winnipeg, Man.; Harry Horne & Co., Toronto, Ont.; Norman D. McPhie, Hamilton, Ont.; The Lawrence Nfld. Co., Ltd., St. John's, Nfld.; J. J. McKinnon, Charlottetown, P.E.I.; Boivin & Grenier, Quebec, Que.; Eug. Foliot, St. Pierre, Miquelon; Scott, Boyd & Co., Port of Spain, Trindad, B. W. I.; Desmarais & Gregoire, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

NOTHING ELSE WILL DO

They get the habit early in life and it lasts—as youngsters they are told to get

WINDSOR TABLE SALT

—and they get it; any other salt is refused then and when they are "grown-up's." Cultivate this habit and retain the good-will from first to last by offering Windsor Salt first.

CANADIAN SALT CO., Limited
WINDSOR ONTARIO

CENTURY SALT

TRADE MARK

THE HOUSEHOLD NECESSITY—

Pure Salt. Century Salt fills the bill.

Quality dealers handle only the best —**CENTURY.**

THE DOMINION SALT Co LIMITED
SARNIA, ONT.

The Hall-Mark of Sardine Superiority

By Special Royal Permission

The sardine lover is one of the most particular customers you have. This is a demonstrated fact, and the sale of a poor quality article will have the effect of driving such a customer from your store.

"KING OSCAR" on your sardines is a real insurance against dissatisfied patrons.

You can't afford to take chances — stock "King Oscar" Sardines and you are sure of the finest, uniform sardines carefully packed in pure olive oil. Get them from your wholesaler.

INSIST ON "KING OSCAR" BRAND.

CANADIAN AGENTS
J. W. BICKLE & GREENING
(*J. A Henderson*)
HAMILTON, CANADA

ADS AND SALES

By HERBERT N. CASSON

A Study of Advertising and Selling from the Standpoint of the New Principles of Scientific Management

Something in it for Every Advertiser, Advertising Manager, Corporation, Salesman, Sales Manager, American Business Man.

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II. Efficient Salesmanship
III. A Sales Campaign—How to Start It
IV. Face to Face Salesmanship
V. The Evolution of Advertising
VI. The Weak Side of Advertising

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VII. The Principles of Efficiency Applied to Advertising
VIII. The Building of an Advertisement
IX. An Analysis of Current Advertising
X. The Future of Advertising
XI. Public Opinion
XII. The Professional Outsider

PRICE, $2.00 NET
Postage, 13 cents additional

TECHNICAL BOOK DEPARTMENT
MacLean Publishing Co.,
143-149 University Avenue, Toronto

Tobaccos
worth while

Quality backed up by extensive advertising is a big argument in favor of you handling these two popular tobaccos

Rose Quesnel Smoking
Pure Canadian

This tobacco is made of specially selected and cured leaves of a high quality tobacco. It is delightfully sweet, cool and non-irritating.

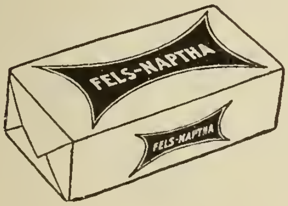
King George Navy Plug
A delicious chewing tobacco.

This is a popular brand and is in every way a good proposition for you to handle—it sells fast.

Rock City Tobacco Co., LIMITED
QUEBEC

The Popularity

of Fels-Naptha soap is just—The Fels-Naptha-Way. A way of washing quickly and economically without hot water. Easy, too, when wrapper-directions are followed. Your customers should carefully observe these.



"How's That for a Minute's Work?"

"Could any cook make anything finer than that, and won't that hit the spot?"

The dessert which the young bride is so proudly showing to "hubby" is made of

JELL-O

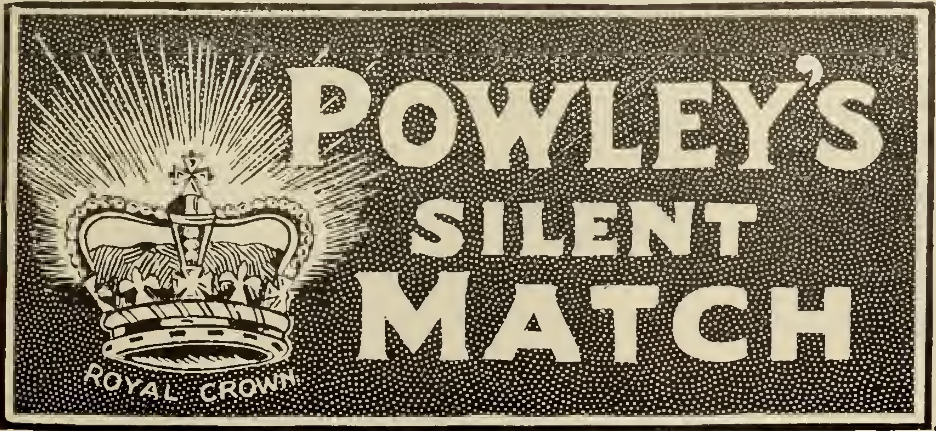
Probably no other food product has done as much as Jell-O to make the work of getting dinner easier and to make dinners better.

Anything that produces so much *satisfaction* as Jell-O is a very good thing for both merchant and customer.

Jell-O is made in seven *pure fruit* flavors—not artificial flavors.

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.

The name JELL-O is on every package in big red letters
If it isn't there, it isn't JELL-O.



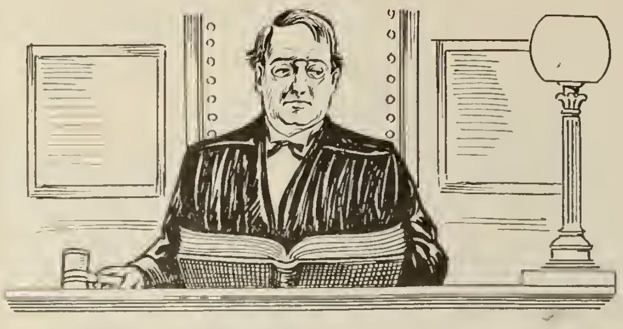
EVERY MATCH

a sure light. 500 lights to a box 144 boxes to a case.

STOCK THE LINE THAT PLEASES
SELL THE MATCH THAT IS A

GOOD MATCH

The Geo. Powley Paper Co., Ltd.
62-66 JOHN ST. TORONTO, ONT.



The Original PURE FOOD LAW

Anything That's HEINZ Is Safe To Buy.

TRADE MARK

H. J. HEINZ COMPANY
PITTSBURGH

Seasonable Stock!

When placing your order for Mince Meat be sure you get the brand that is known for its exceptionally high quality—

Sterling Brand Mince Meat

REGISTERED

Only the most carefully selected spices and fruits go into Sterling Mince Meat. It is prepared by our tried processes and is both delicious and healthful.

The time is here to stock it—and the profit is well worth while.

The T. A. Lytle Co., Limited
Sterling Road, Toronto

Superlative Quality Consistently Maintained

Malcolm's preserved milk products are noted for their high and unvarying quality—only the richest and purest cow's milk being used.

Grocers should tone up their stocks with the Malcolm lines. Your customers will appreciate them.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c per 100 lbs.

St. George Evaporated Milk, 4 doz. in case	$3.60
Princess Condensed Milk, 4 doz. in case	4.50
Banner Condensed Milk, 4 doz. in case	5.25

J. Malcolm & Son, St. George, Ont.

It is to the advantage of the individual user of Paper Bags to study carefully the Bag situation. By close comparison of the important features of Paper Bags of different makes, you will be convinced that the

Continental Germ-Proof Grocery Bags

(with reinforced Automatic Opening Square Bottoms) are without equal. Send a trial order to the nearest Distributor.

Satisfaction guaranteed by the Manufacturers:

THE CONTINENTAL BAG AND PAPER COMPANY, LIMITED
OTTAWA - - ONTARIO

DISTRIBUTORS:

ONTARIO—The Continetal Bag & Paper Co. Ltd., Ottawa and Toronto. Walter Woods & Co., Hamilton.
MANITOBA, ALBERTA, SASKATCHEWAN—Walter Woods & Co., Winnipeg.
NOVA SCOTIA, PRINCE EDWARD ISLAND, CAPE BRETON ISLAND—Thomas Flanagan, Upper Water Street, Halifax.
NEW BRUNSWICK—J. Hunter White Agent, North Market, St. John.
BRITISH COLUMBIA—Smith, Davidson & Wright Ltd., Vancouver.
QUEBEC PROVINCE—The Continental Bag & Paper Co., Ltd., Montreal.

Pacific Coast Halibut and Salmon

FRESH AND FROZEN

Order your Pacific Coast Frozen Halibut and Salmon for next Winter's requirements from

The Canadian Fishing Company, Limited

VANCOUVER, BRITISH COLUMBIA

Write for prices and information.

We produce and ship all kinds of Pacific Coast Fish—Fresh—Frozen—Salt—and Smoked.

Quality and Service Unsurpassed

The Sauce that tastes for more

PATERSON'S WORCESTERSHIRE SAUCE

it adds that zesty deliciousness to meats, soups, etc., in fact it makes a big dinner of small fare.

Always in demand and allows a good profit.

ROWAT & CO.
GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
KIPPERED HERRINGS
Breakfast Delicacy
PREPARED BY
CONNORS BROS LTD
BLACK'S HARBOR, N.B. CANADA.
Diploma awarded at St John Exhibition 1895
THEY SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

Goods With An Appearance —Goods With A Reputation —Goods With A Profit

CONNOR'S High Class Sea Foods, Brunswick Brand, are prepared in the most modern factories on the Atlantic coast; employ the most skilled help; secure the pick of the fishermen's catches; pack the goods scientifically in the most sanitary tins obtainable, and in consequence have the goods with good appearance, reputation for quality and good payers of profit.

Our aim has always been to co-operate with the wholesale and the retail grocer and to give the consumer a good article at a fair price.

Look over your stock, Mr. Grocer, and see what "Connors'" lines you are short. Then order, of the following list:

¼ Oil Sardines,
¾ Mustard Sardines,
Kippered Herring,
Herring in Tomato Sauce,
Finnan Haddies
(oval and round tins)
Clams,
Scallops.

CONNORS BROS., LIMITED

BLACK'S HARBOR, N.B.

AGENTS:—Grant, Oxley & Co., Halifax, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. de Carteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

Twenty-six and a half cents on every dollar is yours

Every dollar you invest in "Richards' Quick-Naptha" and "Richards' Pure Soap" will give you a net profit of 26½c., to say nothing of the tremendous satisfaction you will give your patrons with every sale.

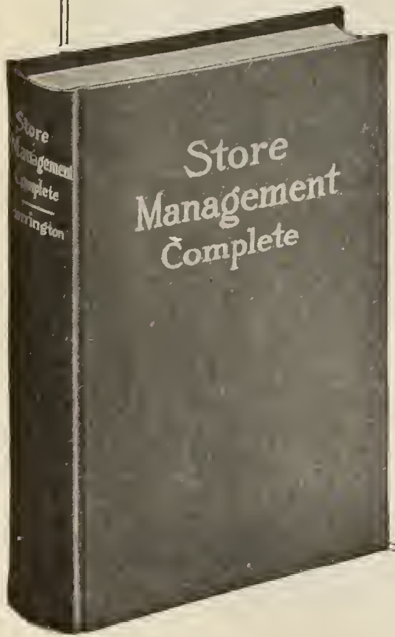
This satisfaction means a growth of your soap business and incidentally the development of your other departments. Housewives appreciate the superior quality of these soaps—they are economical and very effective without much rubbing.

Sold through the wholesale trade.

ARE YOU THE MAN AT THE HELM?

Are you running your ship of business along the shortest and safest course to the harbor of success? Or are you going a roundabout way, scratching and scraping along the rocks of loss and failure.

Get in the right course, be on the lookout for new thoughts, ideas, schemes, etc., and you will have a successful run.



STORE MANAGEMENT COMPLETE

is a guide that will show you how to get the maximum trade and profit out of your business. This book is written by Frank Farrington (a companion book to "Retail Advertising Complete.") It tells all about the management of a store. The following is a synopsis of one of the chapters:

> CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivery goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

"Store Management—Complete" is bound in cloth, contains 272 pages, 16 full page illustrations, and 13 chapters. $1.00 brings this book to you postpaid. Money refunded within 10 days if not satisfactory.

Absolutely New **Just Published**

TECHNICAL BOOK DEPARTMENT
MacLean Publishing Co.
143-149 University Avenue **TORONTO**

—the real good Scotch Jams —CAIRNS'

made only from the finest fruits and pure cane sugar. Cairns' Jams, Jellies, Marmalades, etc., positively are not adulterated. Their deliciousness appeals to tastes of all classes, the common people as well as that of Royalty.

We have supplied the tables of their late Majesties Queen Victoria and King Edward, and are now catering to King George V. by special command.

Order your Fall supply now. There has been a shortage in the Strawberry crop and to avoid disappointment you should lose no time getting your order in.

Alexander Cairns & Sons

PAISLEY - - - SCOTLAND

Canadian Agents
SNOWDON & EBBITT, Montreal, Quebec. Agents for British Columbia:
NELSON, SHAKESPEARE, WATKINS, LTD., Vancouver, B.C.

CANUCK ROLLED OATS

The food that feeds the masses

is the food that makes the sales and profits for the dealers who handle it. These oats are rolled by the most up-to-the-minute process, they make for the nation a most delicious and wholesome breakfast and increase the business of the dealer.

Put up in two sizes:

Premium or 25c. size, 12 packages to the case.

Regular or 10c. size, in cases of 36 packages; or half cases of 18 packages.

Order from your wholesaler or direct.

The Chisholm Milling Company, Limited
Toronto

CLASSIFIEDADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word,

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

SITUATION WANTED

SITUATION WANTED—UP-TO-DATE MANUfacturer, making all varieties pickles, preserves, condiments, extracts, syrups, sauces, grocers' sundries. Box 33, Canadian Grocer.

EXPERIENCED GROCER WITH OLD COUNtry experience seeks position in good grocery store where good and conscientious service would be appreciated; have had life experience in the grocery trade, am at present clerk in hardware store. Total abstainer, age 34, married, uo family, state wages, etc. Distance no object. Frank Smith, Sinclair, Manitoba.

WANTED—BY EXPERIENCED MAN, POSItion in good general store. Married, 20 years experience, good references, manage or clerk. Distance no object. Address L. B., care Canadian Grocer, 143 University Ave., Toronto.

WANTED

AGENT WANTED IN EVERY TOWN IN Canada. Make money spare time and evenings. Write now. Lock Box 120, Davenport, Iowa.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro', Ont., solicits your orders.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor, either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

MODERN FIREPROOF CONSTRUCTION — Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St.. West, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto tf

FIRE INSURANCE, INSURE IN THE HARTFORD. Agencies everywhere in Canada.

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having connection in Manitoba and Saskatchewan, seeks to represent house of good repute. Address Energy, c/o Canadian Grocer, 34 Royal Bank, Winnipeg.

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Tell the Trade

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is listed in Westfield's Book of Pure Foods.

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The Crescent Mfg. Co.
SEATTLE, - WASH.

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BEN BEY

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Your customers will appreciate your stocking this leader. Not only look good in the case but smoke good. Give them the best.

Write us or ask your jobber.

Ed. Youngheart & Co., Limited
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"I SHOULD WORRY"

and have my accounts collected without trouble or loss of time. We collect accounts anywhere in Canada or the U. S. No charge if we fail to get the money.

Write for forms to-day.

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Westmount, Montreal, Que.

53 Highest Awards in Europe and America

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CHOCOLATE & COCOA

Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited
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A want ad. in this paper will bring replies from all parts of Oanada.

Buyers' Guide

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Manufacturers and Buyers of Dried, Evaporated and Canned Apples.

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Established 1886.

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The profits please the dealer. The quality pleases the customers.

We want more agents. Write.

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ESTD. 1825

The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada

EMERSON, BAMFORD CO.

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The Highest Quality

Most Reasonably Priced

"Quality" Cocoa.

On Sale Anywhere.

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If you are interested in Irish trade.

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12-DOZ. EGG CASES

The Trent Mfg. Co., Limited

Trenton, Ontario, Canada

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

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The "want ad." has grown from a little used force in business life, into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the smal affairs and incidents of daily life.

Allison Coupon Books Minimize the Risk of Loss on Credit Accounts

—and bring in the money QUICKER—two mighty good arguments. Installing the Allison Coupon Book System in a store that has credit customers gives the same result as adding more capital to the business—and Allison Coupon Books cost almost nothing.

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For Sale Everywhere by Jobbers.

Manufactured by

ALLISON COUPON CO.,

Indianapolis, Indiana U.S.A.

When writing advertisers, kindly mention having seen the ad. in this paper.

HOLLAND RUSK

The common verdict of your customers after they have tried it: "There's only one thing just as good—More." Order a case from your jobber to-day.

HOLLAND RUSK COMPANY

HOLLAND, MICH.

D. & J. McCALLUM

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is known throughout the Canadian trade as the finest flavored Scotch on the market. It hasn't that smoky flavor of most Scotch Whiskies. It represents customer satisfaction and good profits.

Wm. E. McIntyre, Limited

23 Water Street, St. John, N.B.

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BUY

STAR BRAND

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

Are You Getting the Benefit of our Exhibition Work?

"NUGGET"

Waterproof Shoe Polish

Was demonstrated to thousands of people at the following exhibitions

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CALGARY
SASKATOON
REGINA

BRANDON
WINNIPEG
LONDON
TORONTO
OTTAWA

SHERBROOKE
QUEBEC
HALIFAX
FREDERICTON

Your customers will ask for "Nugget" try a display in your store and
WATCH IT SELL

The Nugget Polish Co Limited

9-11-13 Davenport Rd. - - Toronto, Ont.

Dealers are busy selling spices and the housewives are busy pickling

The dealer who sells Hugman's Pure English Spices is sure of good profits, large sale and the goodwill of the housewives because Hugman's Pure Spices put the pickling at its best.

HUGMAN'S

PURE ENGLISH

DIEU ET MON DROIT

SPICES

They are the very best procurable.

A. W. Hugman, Limited
Montreal

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(Swallow Brand)

The brand of Canadian Macaroni, Vermicelli, Spaghetti, etc., that is unsurpassed by any imported.

All dealers should satisfy themselves on this point by asking their wholesalers.

The price for both dealer and customer is right, while the profits are excellent.

C. H. Catelli Company, Limited
MONTREAL, CANADA
Mr. C. C. Mann, 517 Board of Trade Bldg.
Toronto, Can., Agent for Province of Ontario

TRADE MARK
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BRAND
REGISTERED

NOW IS THE TIME TO ORDER YOUR FALL SUPPLY OF

BRUSHES

Such lines as Stove Brushes, Scrubs, Dandy and Horse Brushes, Stable Brooms, etc., will soon be in great demand. Place your order now and be sure to buy the **Keystone Brand.**

Stevens-Hepner Company
Limited
PORT ELGIN, ONT.

Raise your profits by keeping down the dust

Sell your customers the leading sweeping compound, that disinfects, lays dust and does a host of other things that make sanitation possible in the home as well as in the store.

ANTI-DUST

DOES THE WORK

Try it in your store and see how nicely it works, then tell your customers about it.

For Attractiveness of Tin and Quality of Powder You Can't Beat ANTI-DUST.

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MONTREAL

Every Household Has Use for Arrowroot!

Day by day hundreds of people are learning the wonderful food properties of St. Vincent Arrowroot. Large manufacturers of biscuits and chocolates find that their products which contain this popular food are the choice of consumers.

ST. VINCENT ARROWROOT

can be made up into so many and so delightful dishes that its popularity is easily explained. Medical science is loud in its praises of St. Vincent Arrowroot as a dish for infants and invalids, because it is so strengthening and easily digested.

You have but to acquaint your trade. Mr. Grocer, with the fact that you have St. Vincent Arrowroot and you can be sure of a steady sale. There's good money in it, too.

Write the Secretary for information and samples.

St. Vincent Arrowroot Growers' and Exporters' Association

KINGSTOWN, . ST. VINCENT, B.W.I.

AGENTS: Wallace Anderson, 49 Wellington St., Toronto
L. H. Millen, Hamilton, Can.

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The End of Drudgery

to reduce your bookkeeping labors, to prevent forgotten charges, to prevent errors, to prevent misunderstandings with customers over their accounts and to improve your collections, we'll tell you so. If The McCaskey System cannot be applied to your business so that it will pay you an enormous profit, we'll tell you so, just as quickly and as frankly.

One hundred thousand merchants in all lines of business have profited by our advice and are using The McCaskey System.

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Suppose you write to-day. For convenience, use the coupon.

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Dominion Register Co.
LIMITED
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Trafford Park, Manchester, Eng.
Melbourne, Australia

The Largest Manufacturers of Carbon Coated Salesbooks in the World

DOMINION REGISTER CO., Limited
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Gentlemen:—Without obligation on my part, you may tell me how I can increase my profits.

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City .... Prov................

Business .... (Can. Groc.)

The McCaskey Account Register
Dominion Register Co. Ltd
The McCaskey Account Register
Dominion Register Co. Ltd
McCaskey Credit System

First and Still the Best

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Canadian Canned Goods

Victoria Brand **Victoria Brand**

"Victoria" stands for **Quality.**

Let us send you along an assortment from the following:

VEGETABLES.	FISH	FRUITS
Tomatoes	Salmon	Apples
Corn	Sardines	Raspberries
Peas	Lobsters	Strawberries
Haricots	Herring	Pears
Beets	Oysters	Peaches
Asparagus, etc.	Codfish, etc.	Plums, etc.

Victoria Brand Salmon should head your "first call" list. It is extra fine, only the best of the meat entering the can.

"Victoria" and "Princess Louise" | **Japan Teas** | **"Victoria" and "Princess Louise"**

In boxes of 30, 40 and 80 lbs.

Champagne

PIPER-HEIDSIECK

Champagne

Leader for 128 years. Order it only.

Write, 'Phone or Wire.

Laporte, Martin, Limitee
568 St. Paul St., - Montreal
Telephone Main 3766

The Biggest Pure Food Show on Record

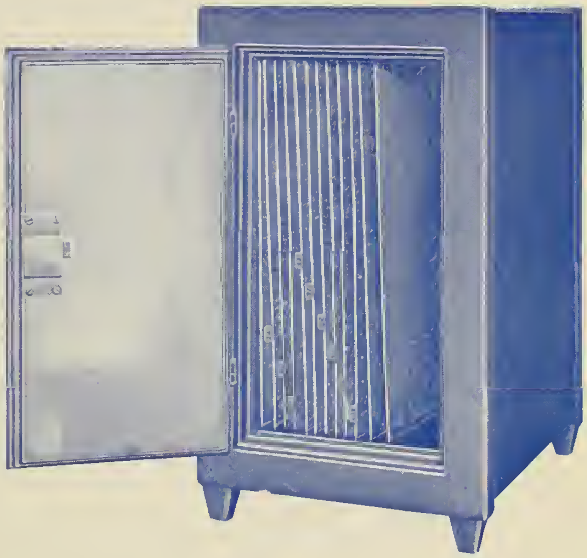
¶ It will take place in next week's Canadian Grocer, our big Fall and Christmas Goods Number.

¶ The manufacturers and wholesalers are using this number to tell you about the very special offerings they have for Fall and Christmas goods trade.

¶ It will pay you handsomely to examine carefully every advertisement in this splendid issue.

¶ Goods bought right are half sold. Next week's Canadian Grocer will enable you to buy right. It will hand you the key to the best wholesale and manufacturing houses serving the Canadian market.

TWO AT THE PRICE OF ONE



If a bookkeeper that you knew was the best in the country, guaranteed to keep your books in the latest and most approved way and was also one of the best collectors known, offered to work for you for twenty-five cents per day, you would jump at the chance to secure his services. Now, that is just what we offer you in the Ullman Account Register and it only costs you twenty-five cents for a few months, after that it works the rest of your business lifetime for nothing. Write to-day.

Hamilton Ideal Mfg. Co., Limited, Hamilton, Ont.

Toronto Office—482 College Street **Montreal Office—181 Bleury Street**

Sanitary Cans

"The Can of Quality"

Tomatoes, Peaches, Pears, Plums, Apples.

Enamel Lined Cans for Strawberries, Raspberries, Beets.

Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.

TWENTY-SEVEN
GOLD MEDALS

AND FIRST CLASS
DIPLOMAS

BY APPOINTMENT

CHIVERS & SONS, LIMITED

PURVEYORS OF

WHOLE FRUIT JAMS, JELLIES

AND

CANNED ENGLISH FRUITS

TO

HIS MAJESTY THE KING

Highest Awards (Grand Prix) for Canned English Fruits, Brussels (1910). Turin and London (1911)
International Exhibitions

FRUIT PLANTATIONS AND WORKS:

HISTON - CAMBRIDGE - ENGLAND

For samples and quotations apply to the agents:

THE W. H. MALKIN CO., Limited
57 Water Street,
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(British Columbia and Alberta)

FRANK L. BENEDICT & CO.
45 St. Alexander Street
MONTREAL
(Canada and Newfoundland)

CANADIAN GROCER

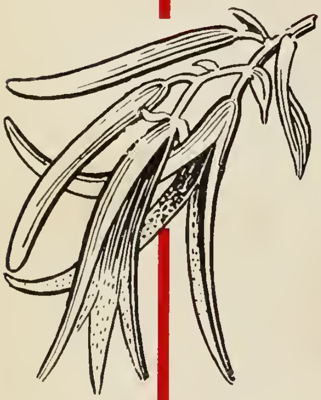
Only Weekly Grocery Paper Published in Canada.

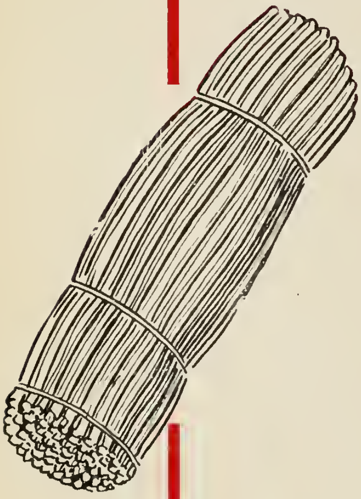
ANNUAL FALL CAMPAIGN NUMBER

OL. 27 PUBLICATION OFFICE, TORONTO, OCTOBER 10, 1913 NO. 41

THE MACLEAN PUBLISHING COMPANY, LIMITED
MONTREAL TORONTO WINNIPEG VANCOUVER NEW YORK
BOSTON CHICAGO LONDON, ENG.

From The Blossom To The Bottle





Shirriff's

True Vanilla

Here are illustrations of the famous Mexican Vanilla bean at three different stages of growth, viz:

The Blossom — The Pod — The Matured Beans, sun cured and tied in bundles.

SHIRRIFF'S True Vanilla contains 50% more of the Vanilla Bean than the government standard calls for. There is a guarantee on every bottle.

Using only the choicest beans, Shirriff's special process ensures an extract of surpassing rich flavor. It is aged and matured until all the delicious boquet and strength are brought out.

Imperial Extract Co., Toronto

Western Representative—H. F. RITCHIE & CO., LTD., Toronto
Montreal—W. S. SILCOCK
Quebec City—ALBERT DUNN
Maritime—W. H. L. USHER, Halifax

Cox's Gelatine
COX'S INSTANT POWDERED GELATINE
COX'S INSTANT POWDERED GELATINE TWO QUART SIZE
"BRITISH MAKE"

In the spotlight

All eyes are on the famous Instant Powdered Gelatine—Cox's. All the best people use this ever uniform foundation for delicious deserts.

Cox's Gelatine is truly British in quality and gives the most perfect satisfaction of any Jelly preparation on the market to-day.

By recommending it to your trade you are taking no chance whatever.

Keep your stock up.

Arthur P. Tippet & Co.

Agents

Montreal *Toronto*

L&B

BANNER BR

The jams that are as pure as fresh ripe fruit, pure apple jelly and the best granulated sugar can make them

Constancy of HIGH QUALITY has always been our policy.
Ever since we began business, and long before the Government inaugurated the Pure Food Laws, we were making Pure Fruit Jams and Jellies. We have always labelled every tin, pail and glass jars with its true contents. We never had to change our label.

"L. and B." Banner Brand is the original pure fruit and apple jelly jam. Every care is exercised to make it 100 per cent. pure. Only the choicest of fresh, ripe fruits, apple jelly and pure granulated sugar are used. It is made in a modern factory which is a model of cleanliness.

IT'S MIGHTY GOOD JAM.

BANNER L&B BRAND

LINDNERS

340 Dufferin St. Toronto

REPRESENTATIVES:
The Amos B. Gordon Co., Toronto; Watt, Scott & Goodacre, Montreal; H. D. Marshall, Ottawa, Ont.; C. A. Munroe, St. John, New Brunswick.

AND JAMS

Every jar and pail is antiseptically pure and is plainly labelled showing the exact contents

What You Make

For a long time we have been telling you what a MIGHTY GOOD JAM we make. Genuine goodness in jam or jellies is the quality that induces the customer to come back the second, third and every other time. If the taste is there the "repeat sale" is forthcoming. Every tin, pail and glass jar of "L. and B." Banner Brand jam or jelly becomes a booster for the sale of more. Your customers simply cannot resist the longing for more.

Get behind the "L. and B." products. Push them. They're reliable. Get them on the tables of your customers and let them work for you.

The New Season's Fruits are now ready: Strawberries, Raspberries, Black and Red Currants, Peaches, Plums, Cherries, Gooseberries, etc.

Get in touch with our nearest representative or write us direct.

BANNER L&B BRAND

LIMITED

Ontario **Phone Parkdale 2985**

REPRESENTATIVES:
W. H. Lyne Usher, Halifax, Nova Scotia, and Prince Edward Island; H. Donkin & Co., Vancouver; W. L. McKenzie & Co., Edmonton and Regina; Western office at Winnipeg.

Is This Interesting to You?

If you have not time to properly read this now---please don't start---but keep this number of the Grocer and read it later.

Is the fact that WETHEY'S give you the benefit of thirty-years of progressive mince meat making a factor in your buying? It should mean much to you.

Stop and Think

You are not too young to think about this seriously. Joseph was thirty years of age when he became Secretary of the Exchequer of Egypt, the then greatest and most powerful nation.

You are not too old to learn. Noah was six hundred years old when he undertook the study of naval architecture---and---he made good.

It Is Now Right Up to You

We can give you the best mince meat to be bought anywhere at the price

Condensed Mince Meat (in cartons)

(Fancy grade) Home Made Meat (lithographed packages)

Bulk Mince Meats (all standard containers)

Write us for prices or ask your jobber.

J. H. WETHEY, LIMITED

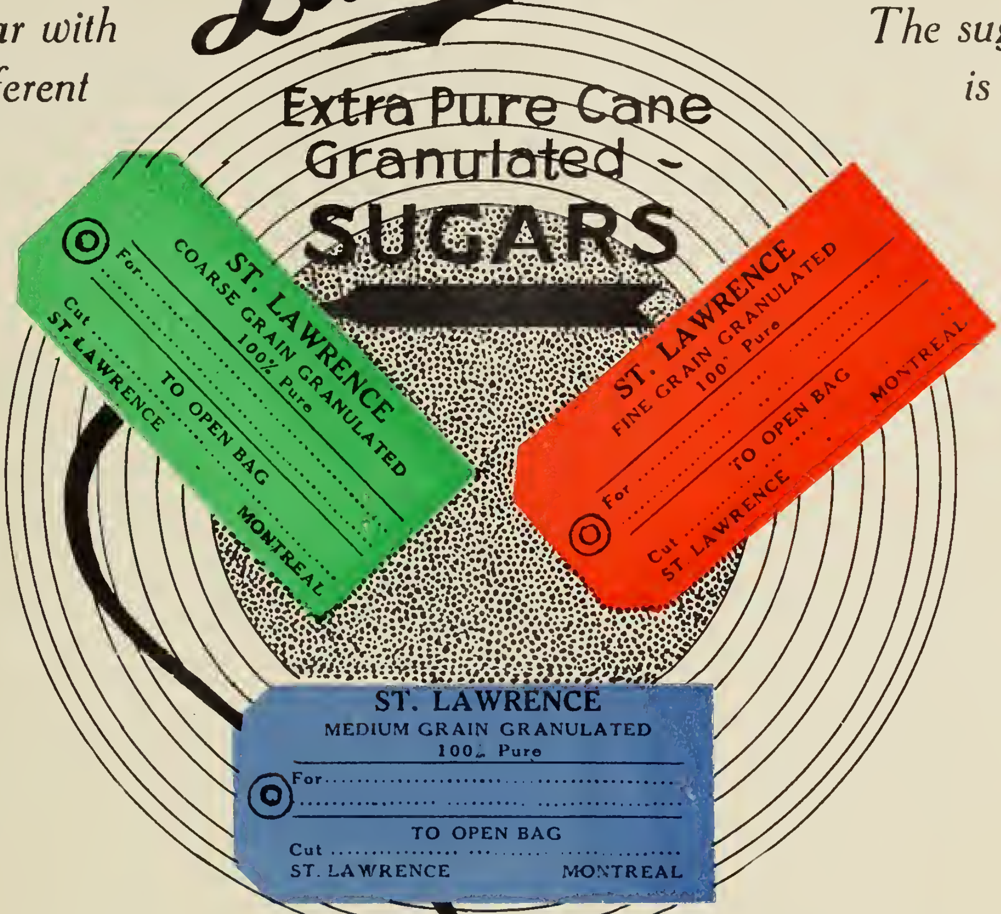
St. Catharines **Canada**

St. Lawrence

The sugar with three different grains

The sugar that is always uniform

Extra Pure Cane Granulated — SUGARS



Every Bag is Tagged

ANALYSIS OF

"ST. LAWRENCE" STANDARD GRANULATED SUGAR

LABORATORY OF PROVINCIAL GOVERNMENT ANALYST

Montreal, February 22nd, 1909.

I HEREBY CERTIFY that I have drawn by my own hand ten samples of St. Lawrence Extra ***Standard Granulated Sugar*** indiscriminately taken from four lots of about 150 barrels each, and six lots of about 450 bags each. I have analyzed same and find them uniformly to contain 99 99/100 to 100 per cent. of ***Pure Cane Sugar*** with no impurities whatever.

[Signed] MILTON L. HERSEY, M. Sc., LL.D.
Provincial Government Analyst

This is why you get what you order and your customers get what they ask for

ST. LAWRENCE SUGAR REFINERIES, Limited, Montreal

Only One Dealer In Each Town Wanted To Handle This Absolute Certainty

WE WILL advertise your store free by special scheme.

WE WILL give you three months' credit—perhaps more.

WE WILL prepay freight on orders of six dozen to points east of Port Arthur.

WE WILL take back the goods at our own expense if after thirty days you find any defect.

WE WILL only sell to you in your town.

THIS IS THE

QUINQUINOL

PLAN.

QUINQUINOL is positively the best STOCK FOOD procurable.

It is strongly recommended by the Minister of Agriculture.

It is the only stock food which has persistently carried off diplomas at all important exhibitions.

It is packed in tins, not cartons, and therefore cannot suffer from vermin or moisture.

It is sold under a money-back guarantee.

It is prepared from a formula drawn up by one of Montreal's most eminent veterinaries.

Each tin is attractively lithographed and contains one gallon.

50% Profit

Costs You $4 per dozen

Retails at $6 per dozen

50% Profit

Write now before we appoint the other fellow.

Quinquinol Stock Food Co.

69 St. Timothy St., MONTREAL

"SOVEREIGN"

QUALITY BRAND QUALITY

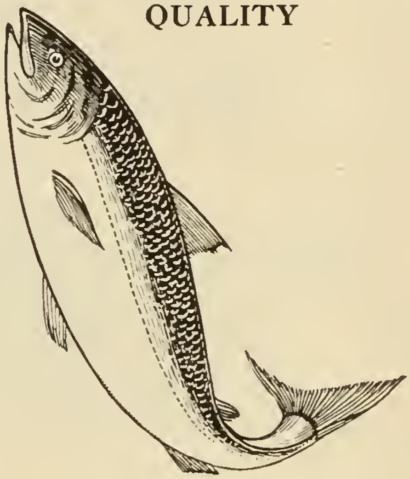
SALMON

QUALITY—NOT PRICE THAT SELLS

IT IS IMPORTANT THAT
RETAIL GROCERS
SHOULD STOCK

"SOVEREIGN" SALMON

Thereby assuring a strong and healthy competition among first class standard brands.



Anglo B.C. Packing Co., Ltd., Vancouver, B.C.

"FINEST GRADE OF SOCKEYE SALMON."

Robinson's
Patent Barley

has proved itself a healthful and nutritious food for young and old.

Sells
Without Effort

Its reputation is long established and customers like it; that accounts for the steady demand.

MAGOR, SON & COMPANY, Limited

403 St. Paul St., Montreal **30 Church St., Toronto**

AGENTS FOR THE DOMINION OF CANADA

Wagstaffe's Mincemeat and Plum Puddings

Mincemeat Season Mr. Grocer

Mincemeat, Plum Puddings, Drained Cut Peel, Orange and Lemon mixed in 1 lb. cartons and 25 lb. Gold Lined Pails.

Mincemeat packed in 1 lb. glass, 2s, 5s, 7s. and 25 lb. Gold Lined Pails.

Plum Puddings packed in 1 lb, 2 lb. and 3 lb. crocks. 1 dozen to the case.

REPRESENTATIVES:

W. L. Mackenzie & Co., - -	Winnipeg, Man.
McKelvie & Stirrett, - - -	Calgary, Alta.
Dominion Brokerage Co., - -	Edmonton, Alta.
Shallcross, Macaulay & Co., - -	Vancouver, B.C.
R. S. McIndoe, - - - -	Toronto, Ont.
Gordon Miller, - - - -	Montreal, Que.
H. M. Wylie, - - - - -	Halifax, N.S.

FANCY PEAS

You can make a far better margin of profit by selling the finer grades such as "Aylmer" Sweet Wrinkle Peas.

Aylmer Sweet Wrinkle Peas cost very little more than Standards this year.

In order to encourage the consumption of the finer grades—call the attention of your customers to Aylmer Sweet Wrinkle Peas.

Dominion Canners, Limited
HAMILTON

ESTABLISHED 1890

WILLIAM H. DUNN, Limited

Commission Merchants

MONTREAL AND TORONTO

Representing Foreign
and Domestic Packers
and Manufacturers of

FOOD PRODUCTS

and

Table Delicacies

22 YEARS AT SAME ADDRESS

William H. Dunn Limited

Selling Representatives for

Borden Milk Co., Limited

At Montreal, Toronto, Vancouver

BORDEN'S CONDENSED MILK CO.
EAGLE BRAND
Trade Mark of Borden's Condensed Milk Co.
GAIL BORDEN
EAGLE BRAND
Gail Borden
BORDEN'S CONDENSED MILK CO.
NEW YORK U.S.A.

BORDEN'S

Condenseries are located in Canada's best dairy districts, and the entire milk supply comes from dairy farmers nearby, whose herds are all under the strictest supervision of our own experts. The greatest care is taken with the cows, barns, dairies, etc., the Borden inspectors regularly visit each dairy. Every farmer is required to constantly maintain the highest standard of cleanliness and healthfulness, even the feeding is on a scientific basis. No Milk is accepted that does not pass the severest test as to quality, butter fat, nutrients, temperature, and in every particular, and this supply, coming as it does from such well regulated source, and the best dairy animals, is bound to be of full food value, and of even quality.

Borden's Milk Products

Have a high reputation, and this has been sustained by merit and integrity, they are the brands that do not stay on your shelves.

Borden's Milk Co., Limited
"LEADERS OF QUALITY"
MONTREAL
Branch Office Arcade Building, - Vancouver

THE SIGNS OF QUALITY

THE MARK THAT
STANDS FOR
A SQUARE DEAL

any thing
"Litsters"
is good

THE MARK THAT
MEANS PURITY
AND SATISFACTION

LITSTER'S

JELLY POWDERS
HALF-MINUTE PUDDINGS
HALF-MINUTE CUSTARDS
FLAVORING EXTRACTS
SALAD DRESSING

Get the "lucky packages" on your shelves to-day. Push the line that will please your most exacting customer—the line that brings them back for more. Let us tell you more.

THE LITSTER PURE FOOD CO., LIMITED
1297-1301 QUEEN ST. WEST, TORONTO

PURE GOODS LITSTER'S

HUDON HEBERT & CIE LIMITED
GAZELLE
MONTREAL, CAN.

The Why And The Wherefore Of GAZELLE BRAND ?

There are a few who do not yet realize the importance of our general trade mark GAZELLE.

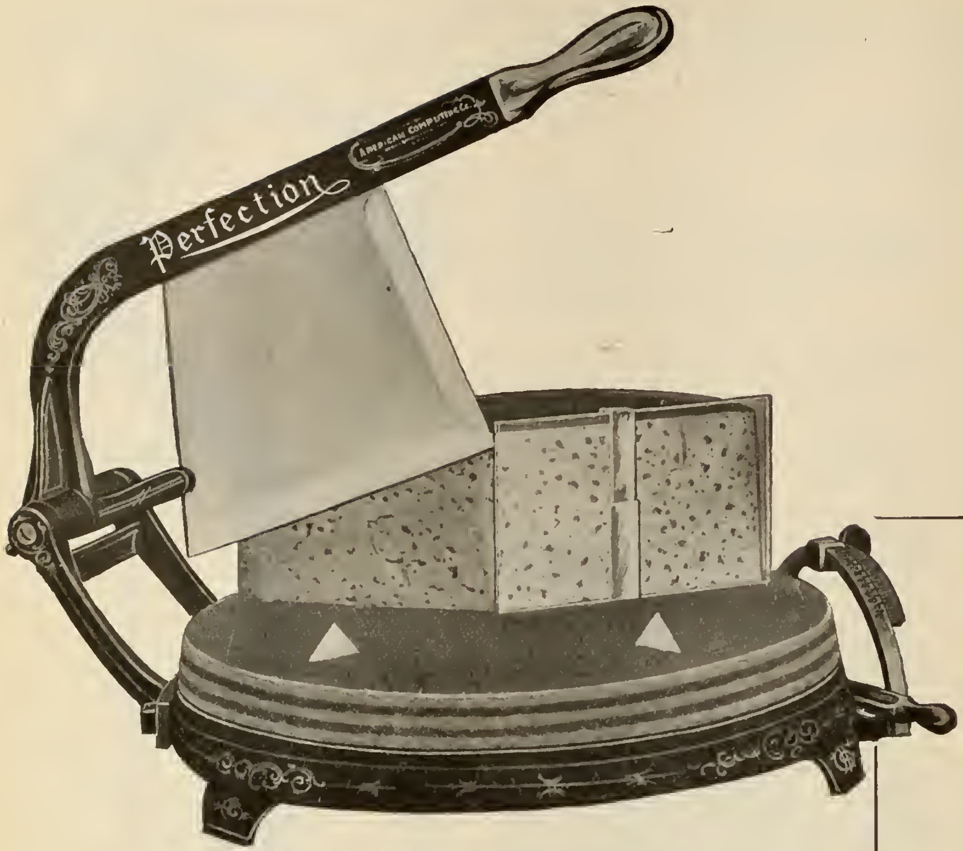
A study of this, the daintiest of animals, discloses certain characteristics peculiar to itself, easiness of movement, delicateness joined with stamina (an unusual combination, surely), neatness to a degree.

A comparison between our canned goods and others also brings out exclusive features in Gazelle, which are very striking.

Didn't we make a happy choice when we selected GAZELLE?

Hudon, Hebert & Co., Limited
MONTREAL

The Most Liberally Managed Firm in Canada



THE PERFECTION REALLY Computes

¶ NO FIGURING required, absolutely.

¶ It computes 5-10-15 cents worth and so on in one even slice, regardless of the price per pound or the total weight of cheese.

¶ It saves the labor of weighing and cutting, and prevents waste in scraps and crumbs.

¶ It makes your profit sure and pleases your customers with a fresh slice at every purchase.

¶ It combines SIMPLICITY, ACCURACY and DURABILITY at LOW COST.

¶ Write for circulars. Agents everywhere.

THE
American Computing Company of Canada
HAMILTON - CANADA

J. McTaggart & Sons
Grocers

Vancouver, B.C.,
August 29, 1913

American Computing Co.
Hamilton, Ontario

Dear Sirs:—

We have been using one of your cheese cutters for over ten years, and it is as good to-day as when installed. The thread on the regulating screw has worn off, however, and we are writing now to ask if you can supply us with this part.

Kindly mail it to us with bill for same and we will remit by return mail.

Sincerely yours,

J. McTaggart & Sons

Get a Perfection because they last.

Listen—

CHINESE STARCH

even if we do say it, is miles ahead of any other starch on sale to-day, and even if you only ask us to send you one or two packages so that you can try it out, we will be glad to do so.

Order It, Because—

1. It is manufactured from a formula which has features peculiar to itself.
2. It is the only starch containing two oils. One of them adds a delicate perfume to the linen. The other makes the iron run smoothly, thus reducing work.
3. Is put up in a package that cannot fail to attract attention, the design being the last word in perfection.
4. The selling proposition is also unique, as each package contains a quarter pound more than any other, yet your profit is more than liberal.

16 ozs. to the Pound—Not 12 ozs.

EVERY DEALER CAN TAKE ADVANTAGE OF OUR "CHINAMAN" WINDOW DISPLAYS. THESE DUMMIES MUST PRODUCE SALES, AND THEIR VERY ORIGINALITY WILL ATTRACT THE PASSERBY.

ASK YOUR JOBBER OR THE NEAREST AGENT. THEY'LL BE GLAD TO SUPPLY YOU.

Ocean Mills - - Montreal

O. Lefebvre, Proprietor

AGENTS:—Standard Brokerage Co., Vancouver, B.C.; John J. Gilmor, Winnipeg, Man.; Harry Horne & Co., Toronto, Ont.; Norman D. McPhie, Hamilton, Ont.; The Lawrence Nfld. Co., Ltd., St. John's, Nfld.; J. J. McKinnon, Charlottetown, P.E.I.; Boivin & Grenier, Quebec, Que.; Eug. Foliot, St. Pierre, Miquelon; Scott, Boyd & Co., Port of Spain, Trinidad, B.W.I.; Desmarais & Gregoire, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

"PRIDE OF CANADA"

Maple Syrup

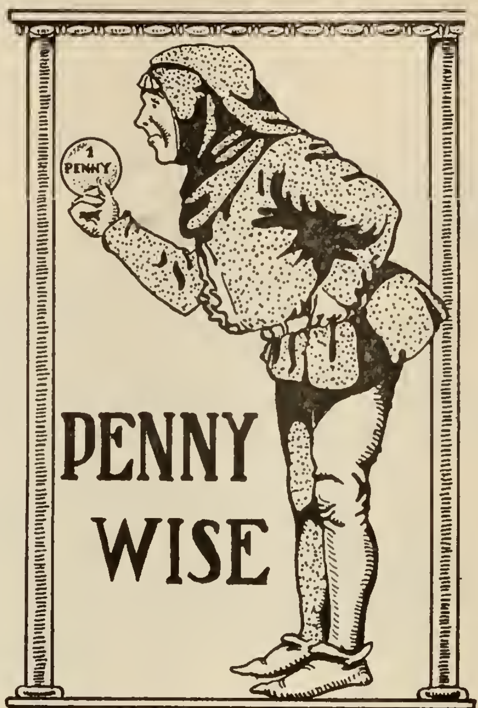
Mr. Retailer:

We are going to put it up to you straight. Do you know of any retailer in any part of the Dominion who has made a success of his business by handling inferior goods and handing them to his customers as the "real stuff?" You can hardly say "Yes."

When your customers ask you for maple syrup they want maple syrup, not a syrup made of something else, with a small proportion of the true maple added just for flavor's sake.

When you sell the latter you really are not providing what is asked for, and sooner or later the dissatisfaction caused will harm you.

We have made it possible for you to supply the very finest maple syrup and sugar procurable, because we never put up a compound and do not intend to do so.



The Old Adage

"Quality at any cost."

Maple Syrup

The absolute purity of Pride of Canada goods has won for them such an enviable reputation that we have discovered certain retailers actually selling compound goods and stating to the consumer that they were "PRIDE OF CANADA."

Don't let it be a case of "penny wise pound foolish," but rather sacrifice a small fraction of profit and reap extra gain from the larger trade arising from complete satisfaction.

PRIDE OF CANADA MAPLE SYRUP AND MAPLE SUGAR have never been pronounced anything but genuine by Government Inspectors. There is a moral in this record for you. Try our lines and you and your customers will certainly stay with them.

If we find it worth while to spend money to tell you that PRIDE OF CANADA is the only reliable brand in Canada, surely you should take the tip.

The Maple Tree Limited, Producers Assoc., Montreal

Agents:—W. L. McKenzie Co., Winnipeg.

Oppenheimer Bros., Vancouver.

Tartan

SIGN OF PURITY

BRAND

has built an enviable reputation for itself in the Canadian grocery trade

When you are placing your orders for Fall and Christmas Groceries, remember that you must look to customer satissatisfaction as well as immediate profit.

Every satisfied customer means her continued trade and another customer.

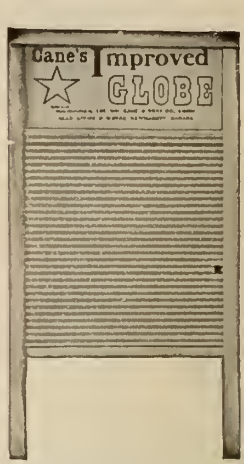
Tartan Brand Specialties consisting of: Canned Vegetables, Canned Fruits, Canned Salmon, Package Teas, Baking Powder, Soaps, Baking Soda, Syrups, Spices, Extracts, Jelly Powders, Cream of Tartar, Mustard, Borax, Peels, Coffees, Currants, represent the finest grade of the various goods and ingredients that is procurable.

Every Tartan Brand line is
a trade bringer and holder.

Balfour, Smye & Co.

Importers, Packers, Wholesale Grocers
HAMILTON, ONTARIO

Our Mail Order Service is Just What You Need. Six Free Phones



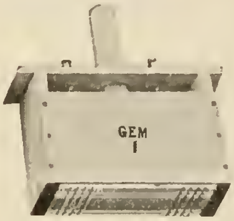
The Quality

OF

CANE'S

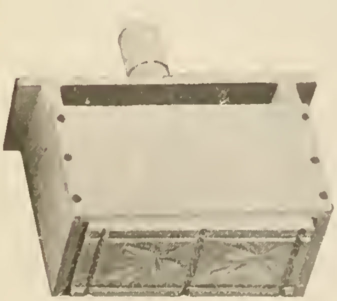
Woodenware

Is A Positive Assurance
Of Better Business

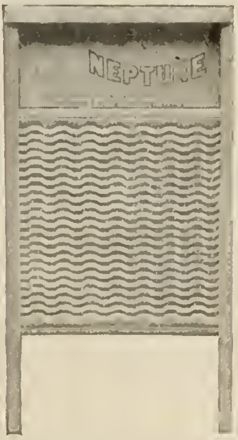


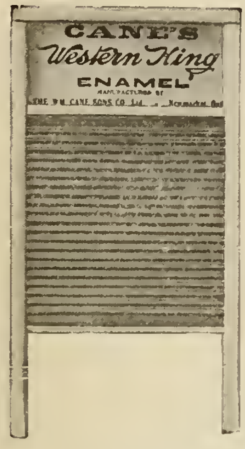
GEM BUTTER
MOULDS.

ACME BUTTER
MOULDS.

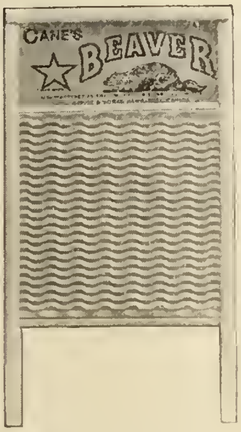


JERSEY BUTTER
MOULDS.

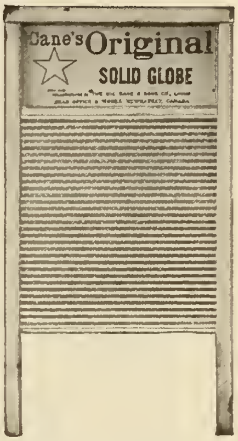




ENAMEL
WASH BOARDS.



BRASS WASH
BOARDS.



ZINC WASH
BOARDS.

Cane's Woodenwear Sells Quickly

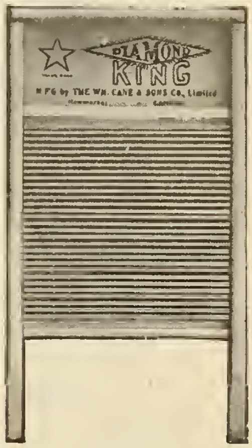
because it is well and favorably known, and is pleasing in design and finish.

Cane's Woodenware is dependable—it never creates dissatisfaction among customers because great care is taken in the selection of material and in the manufacturing. Every article has to be up to the mark before we offer it to the trade.

Cane's Standard Wooden Tubs are better than metal or any other kind of tub because **they hold heat and keep wash water hot longer**—and there is **no chance of the wooden tubs rusting the clothes.**

Our entire line is positively guaranteed to give satisfaction.

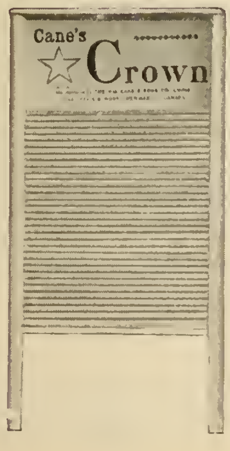
Ask your jobber for prices. Write us for catalog.

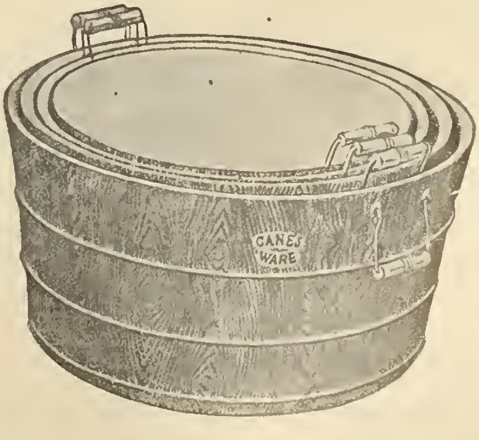


GLASS WASH
BOARDS.

The Wm. Cane & Sons Co., Limited

Newmarket, Ontario





Mason and Hickey

Manufacturers' Agents

WINNIPEG **MANITOBA**

We are open to represent lines that do not compete with the following

E. D. SMITH & SON, LTD.
Winona - - - - - - Ont.
Jams, Jellies, Catsup, Canned Goods.

CANADA STARCH CO.
Montreal - - - - - - - Que.
Factories, Cardinal and Brantford Starches, Syrups, Glucose.

GORMAN ECKERT CO., LTD.
London - - - - - - - Ont.
Olives, Spices, Extracts.

HARPER PRESNAIL CO.
Hamilton - - - - - - - Ont.
Pathfinder, Irene and Elk Cigars.

GRIFFIN & SKELLEY
San Francisco - - - - - Cal.
Gold Bar, Dried and Canned Fruits.

J. H. WETHEY CO., LTD.
St. Catharines - - - - - Ont.
Manufacturers of Bulk and Package Mince Meat.

CRESCENT MANUFACTURING CO.
Seattle - - - - - - Washington
Mapleine Extracts.

SLEEPY EYE MILLING CO.
Minneapolis - - - - Minn.
Koffio.

MAPLES, LTD.
Toronto - - - - - - - Ont.
Manufacturers of Old Tyme and King Branford Syrup.

GEO. T. MICKLE
Ridgetown - - - - - - Ont.
White Beans.

MANFORD SCHIER
Dunnville - - - - - - Ont.
Evaporated Apples.

W. A. TAYLOR
Winnipeg - - - - - Man.
Horse Radish.

DOMINION SUGAR CO.
Wallaceburg and Berlin - - - Ont.
Granulated, Powdered, Icing and Lump Sugars.

BORDEN MILK CO., LTD.
Montreal - - - - - - - Que.
Condensed and Evaporated Milk.

PROCTOR GAMBLE CO.
Cincinnati - - - - - - Ohio
Crinco, Ivory Soap, P. and G. Naptha Soaps, and Star Naptha Powder.

INGERSOLL PACKING CO.
Ingersoll - - - - - - - Ont.
Beaver Brand Bacon Backs and Hams, Cream Cheese and Large Royal Oxford Cheese.

FOSTER AND HOLTERMANN
Brantford - - - - - - Ont.
Pride of Ontario Honey.

NATIONAL LICORICE CO.
Brooklyn, N.Y. - - - Montreal, Que.

ROBIN HOOD MILLS
Moose Jaw - - - - - - Sask.
Robin Hood Porridge Oats, Breakfast Cereal and Bulk Oats.

W. H. DUNN CO.
Montreal - - - - - - Que.
Pyramid Fly Catchers.

NICHOLSON & BROCK
Toronto - - - - - - - Ont.
Bird Seed and Bird Gravel.

WM. ROGERS
Denia - - - - - - - Spain
Packers of the famous Caraval Brand of Valencia Raisins.

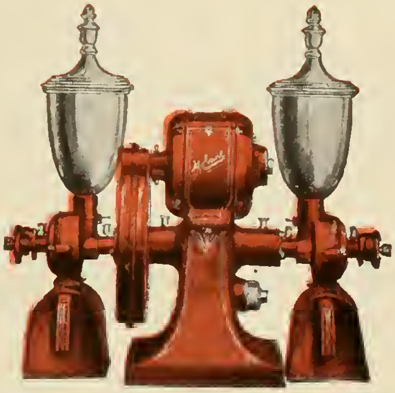
THORNTON & CO.
Malaga - - - - - - - Spain
Malaga Raisins.

O. J. SHANNON & CO.
New York - - - - - - N.Y.
Green Coffees.

Branches

Regina ***Saskatoon*** ***Calgary*** ***Edmonton***

The Hobart Line of Electric Coffee Mills and Meat Choppers and Bone Grinders in Their New Canadian Home



We are now located at the addresses given below, where we have on display the WORLD'S GREATEST LINE of Electric Coffee Mills and Meat Choppers. Sixty thousand users (many of them in Canada) testify to their superior merit and their profit making qualities.

New Catalog just out. It is chock full of money making ideas for Grocers and Butchers. Write for it. Call and inspect our line.

The Hobart Manufacturing Company

105 Church Street **TORONTO**

26 Place Jacques-Cartier, Montreal

The Smyrna Fig Packers,

Limited

Capital £stg. 250,000.

Owners and Packers of the best known brands

AGENTS ALL OVER CANADA

CALGARY, Alta.
NICHOLSON & BAIN.

EDMONTON, Alta.
NICHOLSON & BAIN.

HALIFAX, N.S.
E. J. LONGARD.

HAMILTON, Ont.
ALFRED POWIS & SON.

LONDON, Ont.
GEO. H. GILLESPIE.

MONTREAL
GILLESPIES & CO.

OTTAWA
THE PARKER BROOM COMPANY.

REGINA, Sask.
NICHOLSON & BAIN.

SAINT JOHN, N.B.
E. T. STURDEE.

SASKATOON, Sask.
NICHOLSON & BAIN.

TORONTO
J. L. WATT & SCOTT.

VANCOUVER, B.C.
MARTIN & ROBERTSON, LTD.

VICTORIA, B.C.
MARTIN & ROBERTSON, LTD.

WINNIPEG, Man.
NICHOLSON & BAIN.

IS AN INTRODUCTION NECESSARY?

Do we need to remind you that

"SEAL BRAND"

is still the king of coffees.

That it enjoys the largest sale of any high grade coffee on this continent?

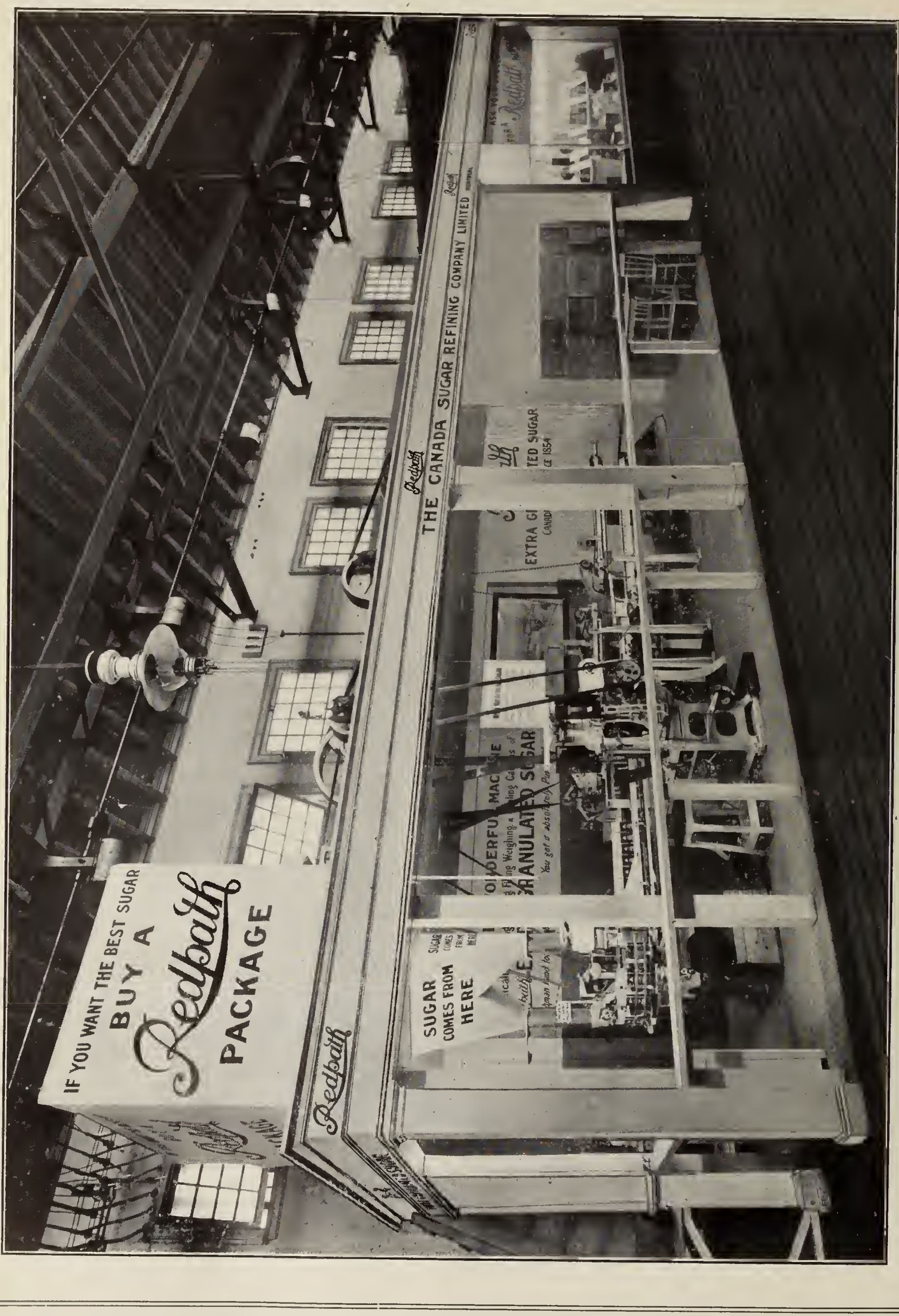
"Seal Brand Coffee"

THE STANDARD BY WHICH ALL OTHERS ARE JUDGED

Are you getting your share of the demand being created by our international advertising?

CHASE & SANBORN

MONTREAL


IF YOU WANT THE BEST SUGAR
BUY A
Redpath
PACKAGE
Redpath
Redpath
THE CANADA SUGAR REFINING COMPANY LIMITED
SUGAR COMES FROM HERE
EXTRA GRANULATED SUGAR

This Striking Exhibit at the Toronto Exhibition

Convinced Hundreds of Thousands of Visitors of the Advantages of Redpath Extra Granulated Sugar in 2 and 5-lb. Sealed Cartons

The machine pictured above is a duplicate of the one which, for several months past, has been packing Redpath Extra Granulated Sugar in the Refinery at Montreal. Now that the successful demonstration at the big Fair is over, this new machine is to join the first, to keep pace with the growing demand for Redpath Sugar in 2 and 5-lb. Cartons.

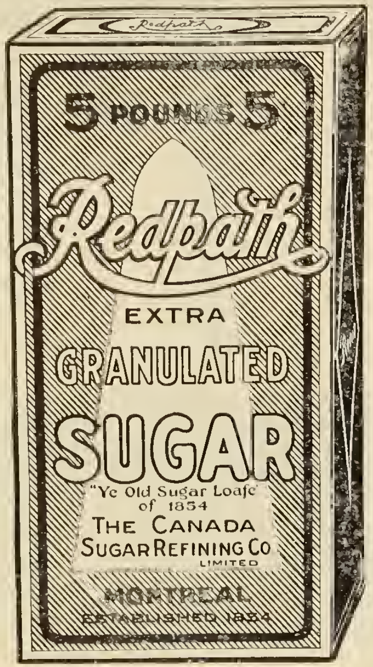
Though the machine looks complicated, its operation is simple, practically automatic, and remarkably rapid. It pastes and closes the bottoms of the Cartons, fills them with the exact net weight of sugar, pastes and seals the tops, and delivers them in a steady procession, ready for the packing cases shown at the right.

5 POUNDS 5
Redpath
EXTRA
GRANULATED
SUGAR
"Ye Old Sugar Loafe" of 1854
THE CANADA SUGAR REFINING CO LIMITED
MONTREAL
ESTABLISHED 1854

Each standard case holds 20 5-lb. or 50 2-lb. Cartons. Grocers find these cases more convenient to handle and store than are barrels or bags. The handsome red and blue Cartons lend themselves to most attractive displays in windows, on counters and on shelves. There is a marked saving in time and trouble in filling orders with the ready cartons, instead of having to weigh out the sugar in paper bags. Loss through breakage of bags in delivery is entirely eliminated.

But the most important advantage of all is the satisfaction to customers when the sugar reaches them in such a clean, up-to-date and handy shape.

Grocers who are after the best and most profitable trade are giving much attention to Redpath Package Sugar, with most satisfactory results. Are you using it to build up your business and prestige?


5 POUNDS 5
Redpath
EXTRA
GRANULATED
SUGAR
"Ye Old Sugar Loafe" of 1854
THE CANADA SUGAR REFINING CO LIMITED
MONTREAL
ESTABLISHED 1854

Canada Sugar Refining Company
of Canada, Limited, Montreal

The Only

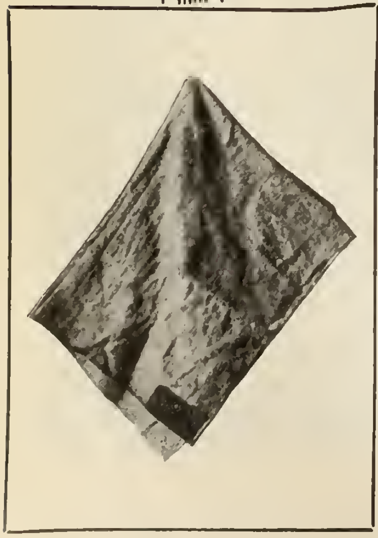
Cedar Oil Mop

Is the

A. B. C.

This is a Broad Statement, yet it is an Absolute Fact. If You Examine any of the So-called Cedar Mops You Will Very Soon Begin to Wonder Where the Cedar is Hidden.

THE A. B. C.	is chemically charged with Cedar and the Cedar element is guaranteed to remain in it for one year.
THE A. B. C.	both polishes and oils at the same time, so that the housewife can do this dual work with the minimum of effort.
THE A. B. C.	also has strong deodorizing and disinfecting properties, the cleansing power of the purest of CEDAR OIL making it a healthy acquisition to any household.
	$33\frac{1}{3}\%$ Profit $33\frac{1}{3}\%$ Profit
THE A. B. C. FURNITURE POLISH	is the only polish on the market to-day positively guaranteed to fill up scratches and dry up when applied.
THE A. B. C. FLOOR OIL	is another line of proven merit. Leaves a pleasant odor, besides laying dust and polishing.
THE A. B. C. DUSTLESS DUSTER	is the last of a quartette of polishers and dusters which are neded in every household.



WE HAVE A SPLENDID PROPOSITION FOR LIVE, HUSTLING AGENTS WHO CAN PRODUCE. WRITE FOR TERRITORY TO-DAY.

Asch Bros. & Chemical Co. **Montreal**

Three Tobaccos

with a tremendous sale

"MASTER MASON"
Smoking

"KING GEORGE'S NAVY"
Chewing Plug

"ROSE QUESNEL"
Smoking

THESE are "Made in Canada" tobaccos that are popular with Canadians—the tobaccos, both chewing and smoking, are of an undeniable quality.

Every day sees an enormous increase in their sale throughout the entire Dominion. So great was the increase in turnover last year that we were unable to give the prompt delivery that is always our aim.

Place MINING AND LUMBER CAMP ORDERS as early as possible

The sale of these tobaccos is remarkably large throughout the mining and lumbering territories and for this reason we advise early ordering to ensure good service in delivery when desired. Order "Rose Quesnel" and "King George's Navy" for this trade. They are quick sellers.

The Rock City Tobacco Co., Limited

QUEBEC WINNIPEG

ARCTIC REFRIGERATORS

—the solution to your produce-keeping problem

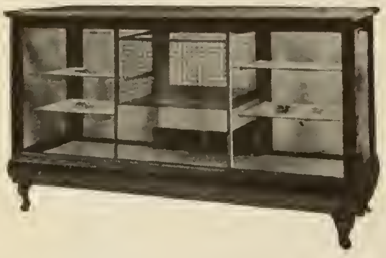
Every grocer is confronted with the produce-keeping problem to a more or less degree and whether great or small must be proved satisfactorily.

The points to be considered in selecting a refrigerator that will give good service are:

1st—The production of dry air cooled to the lowest degree possible with the amount of ice used.

2nd—The smallest amount of ice consumption.

The "Arctic Refrigerator" is so constructed that there is no waste of ice possible, every ounce is a producer of dry cold air.



The Arctic Silent Salesman Refrigerator

Don't keep your perishable goods hidden, but show them in an "Arctic Silent Salesman" where your customers can see what you have for sale.

All Styles

The "Arctic" is made in all styles and for all purposes from the silent salesman to the largest built in style. Our catalogue explains the Arctic principle and illustrates the various styles we make.

Get in touch with us and get our prices on your requirements.

John Hillock & Co., Limited

Toronto, Ont.

Representatives: Quebec and Maritime Provinces—Wolf, Sayer & Heller, Montreal
Western Provinces—Western Butchers' Supply Co., Regina

CALGARY

LETHBRIDGE

EDMONTON

CAMPBELL WILSON & HORNE
LIMITED

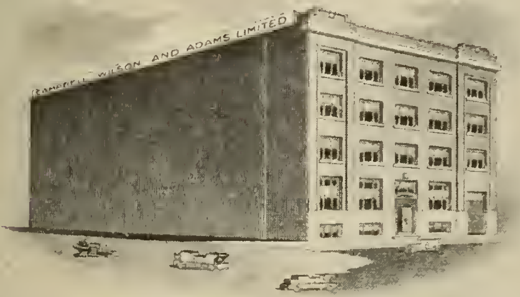
PACKERS OF
**ROYAL SHIELD
BRAND
OF GOODS**

WINNIPEG

CAMPBELL BROS. & WILSON
LIMITED
THE OLD RELIABLE HOUSE
ESTABLISHED 1882

**IMPORTERS
AND
WHOLESALE
GROCERS**

SASKATOON



CAMPBELL WILSON AND ADAMS LIMITED

CAMPBELL WILSON & ADAMS, LIMITED.

REGINA

CAMPBELL WILSON & STRATHDEE, LIMITED

Wholesale Grocers and Importers

PACKERS OF

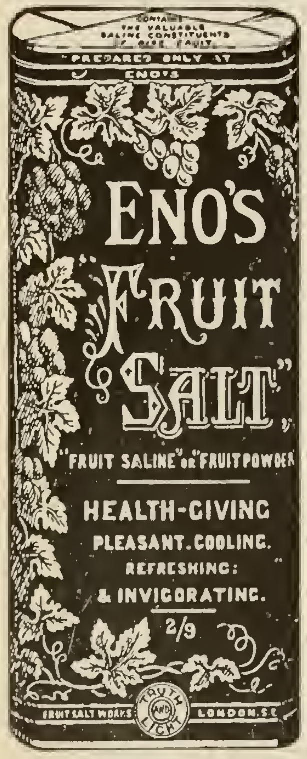
Royal Shield Brand of Goods

¶ We buy for cash and import all our goods direct from place of production.
¶ We roast all our own Coffee and grind all Spices, Coffee and Cream of Tartar we sell.
¶ We blend and pack all our own Tea under the Royal Shield Brand.
¶ We make and pack all our Extracts, Icings, Jelly Powders, Baking Powders, etc.
¶ We carry one of the largest and best assorted stocks of Groceries in the Dominion.

SEND A TRIAL ORDER TO ANY OF THE ABOVE HOUSES

Every Household and Travelling Trunk ought to contain a bottle of

ENO'S "FRUIT SALT"



A gentle natural aperient that stimulates the organs of elimination.

A delightful sparkling draught that children like, that invalids can safely take without fear of griping or weakening effects.

Travellers need this valuable preparation to prevent sea-sickness, train-sickness, and illness caused by sudden changes of water or climate.

If you suffer from Constipation, Biliousness, or Indigestion, the regular use of

ENO'S "FRUIT SALT"

will promptly correct the disorders and greatly improve your general health.

This world-famous aperient has been in use for forty years, and to-day stands unrivalled.

"It is not too much to say that its merits have been tested from Pole to Pole, and that its cosmopolitan popularity presents one of the most signal illustrations of Commercial enterprise to be found in our trading records."

Sold by Chemists and Stores throughout the World

Prepared only by
J. C. ENO, Ltd., FRUIT SALT WORKS, London, S.E.

The Pick of the Garden

BUCHANAN'S

Famed Scotch Jams

Made From Selected Fruit

John Buchanan & Bros., Limited
Glasgow, Scotland

Crook, Brown & Company, Winnipeg, Man., Selling Agents for Manitoba Saskatchewan and Alberta. Write for Prices.

I'se on mah way --Mistah Grocer Is yo' ready fo' me?

Pancake season is almost here—and your customers will soon be calling for **Aunt Jemima's Pancake Flour.** Better get your order in to your jobber **early.** He's ready to supply you.

REG. U.S. PAT. OFF.

AUNT JEMIMA'S PANCAKE FLOUR

We expect this season to be the best you have ever had. We have a dandy advertising campaign ready to start—big space—runs regularly till the end of the season.

This year, too, we are featuring the funny Aunt Jemima dolls that all the kiddies like so much. Don't forget to tell your customers about them. They sell Aunt Jemima's.

Cracker-jack store-hangers in full colors—FREE

DAVIS MILLING CO., St. Joseph, Mo.

FREE

A Set of the Funny Dolls

Just to show you how attractive the famous **Aunt Jemima** dolls are to the little ones, and what a wonderful help they are in selling **Aunt Jemima's,** we'll mail you a complete set **FREE**—if you'll write us a note on your letterhead. Give 'em to your children and see how much they like the funny Pickaninnies. **Write to-day.** Be sure to ask, too, for our attractive **Aunt Jemima Window Trim.**

It's FREE.

CANADIAN MACARONI

HIRONDELLE

(SWALLOW)

FABRIQUE MODÈLE

MARQUE DÉPOSÉE

DE PÂTES ALIMENTAIRES

BRAND

A brand of worth because the best elements unite in its production, the result being the height of perfection from every standpoint. **Hirondelle** (Swallow) Brand proves the worth of its quality. Manufactured with the best quality Canadian flour and under the management of experts it fears no competition from the imported article.

C. H. CATELLI, Limited, - MONTREAL

Agents: Quebec—Boivin, Grenier & Co. Ottawa—A. M. Sutherland & Co. St. John—J. Hunter White. Toronto—C. C. Mann, 517 Board of Trade Bldg. Western Provinces—Tees & Persse, Ltd., Winnipeg.

Are you going to waste time and profits another Fall and Winter with slow running molasses?

The Enterprise Pumps and Measuring faucets will show you a quick, profitable and cleanly way of handling syrups and molasses this coming winter. These faucets dispense entirely with the use of measures or funnels. The syrup is correctly measured and forced from the barrel into the jar or jug in lightning time.

The Enterprise Improved Patent Suction and Force Measuring Faucets

will draw a gallon of molasses in one minute in cold weather. They are absolutely accurate in measuring the amounts required and will stand the wear and tear of daily service.

The Enterprise Self-Priming and Measuring Pump.

draws molasses at the rate of four revolutions to the pint. It is equipped with our new total register device which shows exactly how much has been taken out. Just put the pump in the barrel and it is ready for use.

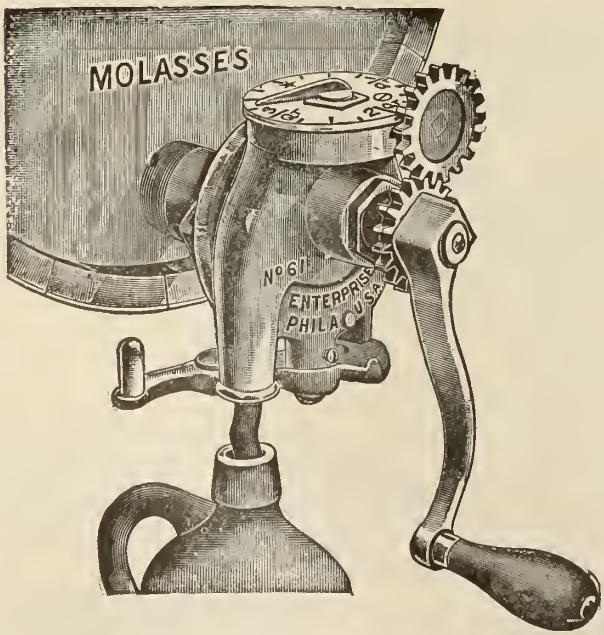
Send for the Enterprise Catalog on Measuring Pumps, Meat and Food Choppers, Coffee Mills, Cherry Stoners, Fruit Presses, Sad Irons, Etc.

The
Enterprise Mfg. Co. of Philadelphia
Patented Hardware Specialties
Philadelphia, U.S.A.

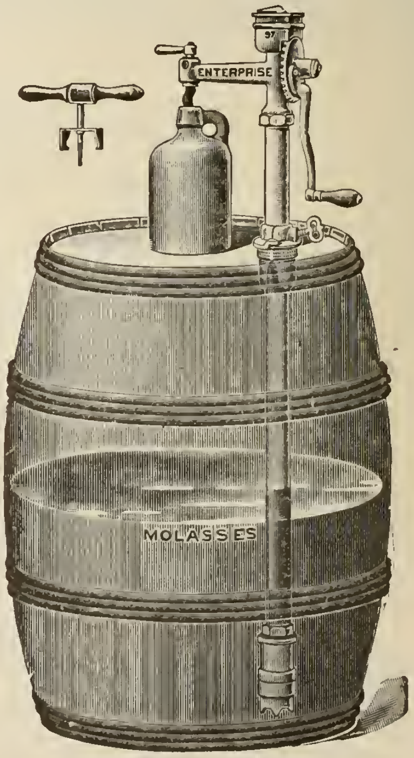
Murray Street
29 NEW YORK

530 Golden Gate Ave.
SAN FRANCISCO

176 North Dearborn Street
CHICAGO

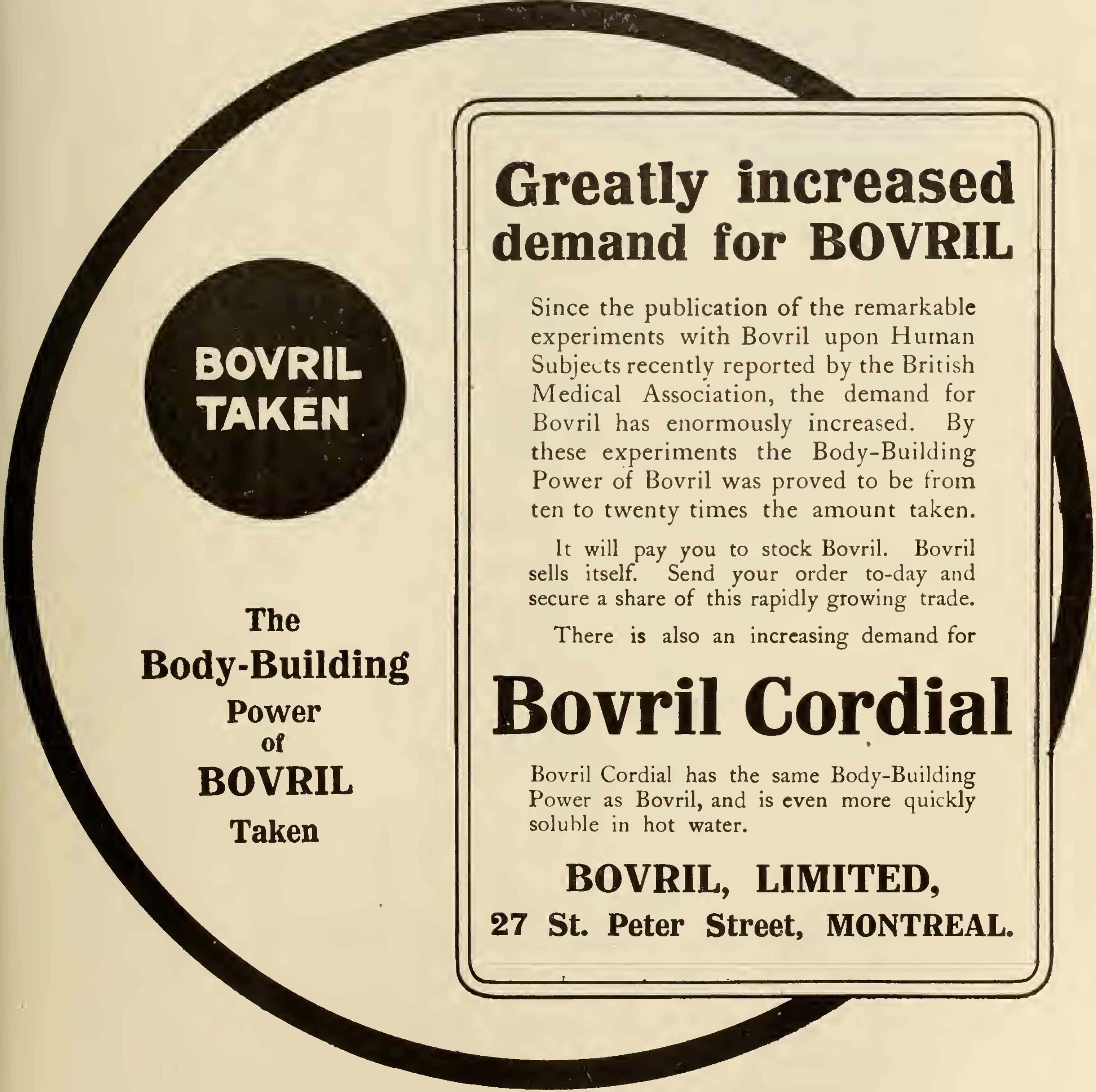


IMPROVED PATENT SUCTION AND FORCE MEASURING FAUCETS



SELF-PRIMING AND MEASURING PUMP

BOVRIL



Greatly increased demand for BOVRIL

Since the publication of the remarkable experiments with Bovril upon Human Subjects recently reported by the British Medical Association, the demand for Bovril has enormously increased. By these experiments the Body-Building Power of Bovril was proved to be from ten to twenty times the amount taken.

It will pay you to stock Bovril. Bovril sells itself. Send your order to-day and secure a share of this rapidly growing trade.

There is also an increasing demand for

Bovril Cordial

Bovril Cordial has the same Body-Building Power as Bovril, and is even more quickly soluble in hot water.

BOVRIL, LIMITED,
27 St. Peter Street, MONTREAL.

An amount of Bovril proportionate to the small black circle has been proved to produce an increase in flesh and muscle corresponding to the large white circle, showing the Body-Building Power of Bovril to be from 10 to 20 times the amount taken.

OATMEAL CRACKERS
AN UNEQUALLED HEALTH FOOD AND AN AID TO WEAK DIGESTION
TELFER BROS. LIMITED BISCUIT MANUFACTURERS, COLLINGWOOD, ONT.
TB
OATMEAL CRACKERS
HIGH GRADE BISCUITS
TELFER BROS. LIMITED.
COLLINGWOOD. ONT.

*"Let good digestion
wait on appetite
and health on both"*

TELFER'S

Oatmeal Crackers

There is little or nothing that can be said against the cereal, oatmeal, as a health-giving, tissue-building food. Telfer's Oatmeal Crackers as delicious, appetizing biscuits have no equal and like all Telfer products are perfectly baked and always fresh and crisp.

Among the Telfer lines the following deserve special mention:

Peerless Soda Crackers
Reception Wafers
Graham Wafers
Vanilla Wafers

We will be pleased to send trial order and quote prices.

WRITE TO-DAY.

TELFER BROS., LIMITED
Collingwood, Ontario

Branches: Toronto, Winnipeg, Hamilton, Fort William, Brantford, Edmonton, St. John, N.B.

General Optimism is Killing the Pessimists

The financial situation is becoming more favorable. Still, you want to secure full value for your money more than ever to-day. That is why

Da Costa's

"EXTRA FANCY"

AND

"CHOICE BARBADOS"

MOLASSES

should be the leading lines of Molasses in your store. They are the highest standard of purity, give both you and your customers full value for the money, and must naturally bring increased business to your store.

They are products of the most reputable Planters in as much as juice of the finest sugar cane alone enters into their composition.

All Leading Wholesalers Recommend Da Costa. See that you get it.

Da Costa & Co., Barbados, West Indies

To the Wholesale Trade Only:

WEST INDIA COMPANY

LIMITED

St. Nicholas Bldg. Montreal

The Canadian House of
Sandbach, Tinne & Co., 3 Cook Street, Liverpool,
(Established 1803)
Sandbach, Parker & Co., Demerara, B. Guiana
(Established 1782)

We also represent some of the chief business houses of Barbados, Trinidad, Jamaica, Antigua, St. Lucia, Granada and other West India Islands.
We solicit orders and enquiries for all descriptions of West India produce.

SUGARS MOLASSES CATTLE FOOD
PIMENTO GINGER NUTMEGS
COCOA COFFEE
COCOANUTS, Etc., Etc.

We also beg to call attention to our *EUROPEAN DEPARTMENT*, which is in close touch through our Liverpool house, with all English, Continental and Asiatic markets. We can usually quote attractive prices on the following:

RICE, SAGO, TAPIOCA, SALT (Table or Course), PEAS, BEANS, PEPPER, CINNAMON, and other Spices, WALNUTS, PEANUTS, and all nuts for Confectionery purposes, and grocery specialties of all kinds.

We solicit enquiries for any articles you want from Europe or East Indies, and if there is any special article you require for your trade, please ask us about same.

Lines Which Have

LE SOLEIL

This is simply another way of saying PERFECTION IN IMPORTED CANNED GOODS.

The packers of this assorted line of SOUPS, VEGETABLES OF EVERY VARIETY have won a world-wide reputation for purity and quality, so do not miss LE SOLEIL.

OLIVE OIL

MINERVA BRAND

The choicest live oil produced in Southern Europe. Every bottle carries the

PURITY CERTIFICATE

of the Government Laboratory at Marseille.

THE VERY APPEARANCE OF THE BOTTLE GOES FAR IN PRODUCING SALES.

PIPER-

HEIDSIECK

MUSHROOMS

Have you had any of LECOURT'S? This is the packer whose goods are on sale all over the Dominion, and have an established place in the best of Canadian homes.

LECOURT is the name to mention when ordering mushrooms of quality.

10 CENTS RETAIL

You cannot duplicate that fast selling line of

PETITS POIS

Which we receive regularly from that well known house—Frs. Petit & Cie, France.

This line will appeal to your middle-class trade and allow you a big profit too.

LAPORTE, MARTIN, LIMITEE, 568 St. Paul Street, MONTREAL

Tel. Main 3766

Proven Good Sellers

Our importance in Canada as wholesale grocers is reflected by the number of important agencies we control.

KUNKLEMANN & CO.	Reims	Champagne **PIPER-HEIDSIECK**
UNION CHAMPENOISE	(Epernay)	Champagne Cardinal
LES PETITS-FILS DE BOUVET LADUBAY	St-Hilaire, St-Florent	Champagne Duc de la Grange
PH. RICHARD	St-Jean d'Agely	Gognacs
MITCHELL BROS. & CO.	Glasgow	Scotch Whisky
MITCHELL & CO. OF BELFAST, LTD.	Belfast	Irish Whisky
J. P. WISER & SONS, LIMITED	Prescott	Canadian Whisky
HERMAN JANSEN	Schiedam	Gin Gold Finch
G. PIMS & CO.	Londres	Gin Old Tom
DIEZ HERMANOS	Jerez de la Frontera	Sherry "Favorito"
MORIN, PERE & FILS	Nuits St-George	Burgundy Wines
COMPANIA VINICOLA DEL NORTE	Espagne	Spanish Claret
ETABLISSEMENT A. SARRAZIN	Dijon	Bacchus Tonic Wines
FREDERICK KROTE	Goblenz	Rhine Wines
GARRET & CIE	Malaga	Malaga Wine
E. BARTISSOL	Portugal	Port Wine
REAL COMPANIA VINICOLA	Portugal	Port Wine
SOCIETE DES VINS DE BANYULS	Banyuls sur Mer	Vins de Banyuls-Bartissol
P. GARNIER	Enghien les Bains	Fine Liquors
FRED MILLER BREWING CO.	Milwaukee	"High Life" Lager
FRED MILLER BREWING CO.	Milwaukee	Extract of Malt
W. E. JOHNSON & CO.	Liverpool	Bass Ale & Stout
BELFAST MINERAL WATER	Belfast	"Trayder" Ginger Ale and Soda
AMERICAN FRUIT PRODUCE CO.	Rochester, N.Y.	Apple and Grape Juices
AMERICAN FRUIT PRODUCE CO.	Rochester, N.Y.	Apple Vinegar
AMERICAN FRUIT PRODUCE CO.	Rochester, N.Y.	Apple Champagne
BLANC & FILS	Valence sur Rhône	Pâtes Alimentaire
H. E. BOULLE & CIE	Marseille	Minerva Brand Olive Oil
SOCIETE ANONYME "LE SOLEIL"	Malines	Canned Vegetables
FEYRET & PINSAN	Bordeaux	Alimentary Preserves
D. E. MILLIAU FILS	Marseille	Castille Soap
A. & L. LEHUCHER	Paris	Lecourt Mushroom
SOCIETE ANONYME DES USINESS REMY	Louvain	Famous Remy Rice Starch
A. DELOR & CIE	Bordeaux	Bordeaux White and Red Wines
CHATEAU ROBERT	Bassin de Vichy	Lemonade "La Savoureuse"
CHATEAU ROBERT	Bassin de Vichy	Source Neptune
FENECH ARTELL & CO.	Tarragone	Mass Wines Sanctuary & Vatican

CANADIAN CANNED GOODS

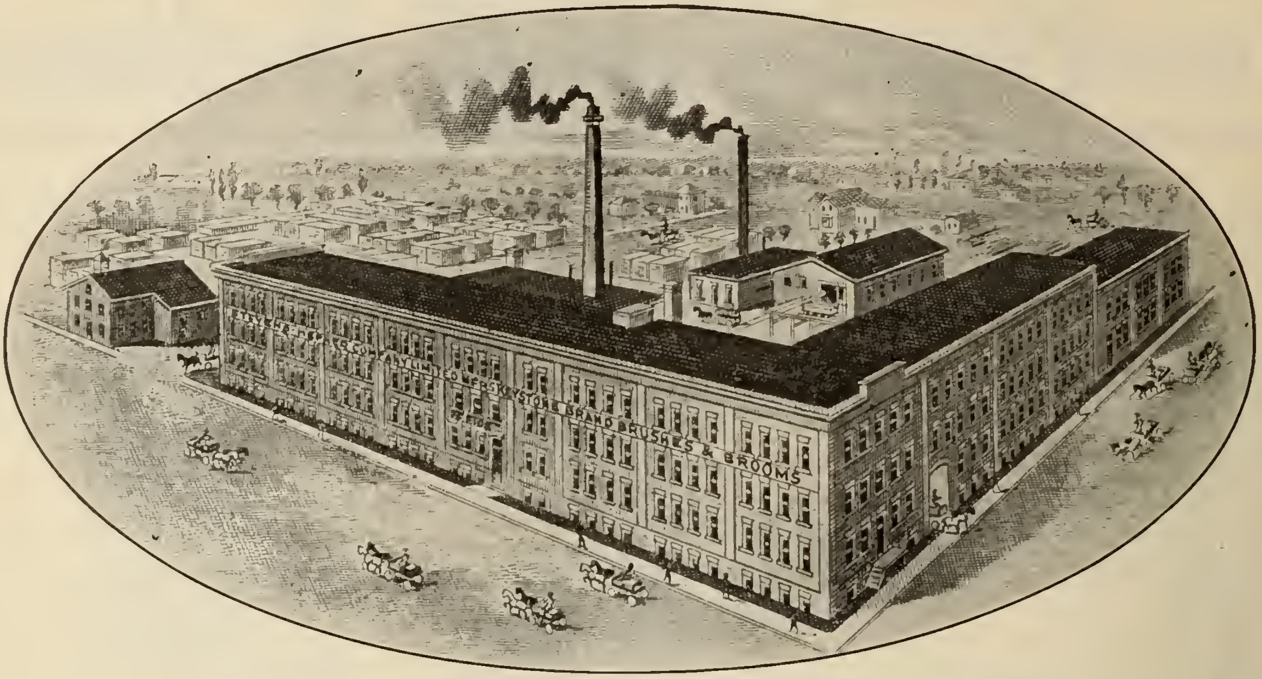
Our Trade Mark

"VICTORIA"

Victoria stands for superlative quality. Specify it when ordering Tomatoes 3s, Corn 2s, Stand. Peas 2s, Peaches 2s-3s, Wax Beans 2s, Refugee Beans 2s, Strawberries 2s, Raspberries 2s, Apples 2s, Pears 2s.

LAPORTE, MARTIN, LIMITEE, 568 St. Paul Street, MONTREAL

Tel. Main 3766


STEVENS-HEPNER COMPANY LIMITED MFRS KEYSTONE BRAND BRUSHES & BROOMS
OFFICE

Owing to the rapidly increasing demand for **KEYSTONE BRAND BRUSHES AND BROOMS** we have found it necessary to again make a large addition to our plant, and the above illustration shows our factories with the new addition which is just being completed. With this greatly increased capacity we hope to be able to take care of all business offering and to make prompt deliveries.

STEVENS-HEPNER COMPANY, LIMITED

PORT ELGIN, ONTARIO

For
Wash Day

For
Every Day

For every purpose around the house

No fabric is so frail, nothing too coarse to be well and safely cleansed with the pure, abundant lather from **Wonderful Soap.**

No other Soap in the market gives safer, surer or more speedy results in any and every kind of household washing and cleaning.

Wonderful Soap is the housewife's favorite. When once used, it cleans quickly and thoroughly without ringing and without the necessity of bleaching.

It is put up in attractive labelled wrappers and well packed. It looks well, sells well, and produces good profits.

Try our Crystal Soap Chips.

The Guelph Soap Co.

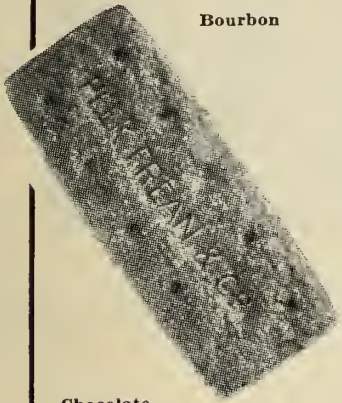
GUELPH ONTARIO

The Connaught

A Princely Biscuit

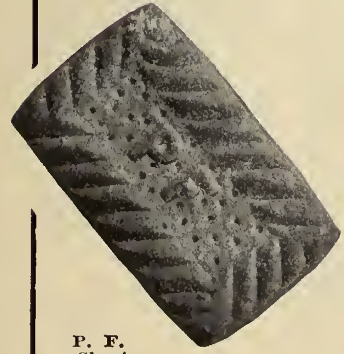
Pat-a-Cake

Bourbon



Chocolate Sandwich

Ye Billiken



P. F. Short Cake

biscuits from across the "brine"

Peek, Frean **P.F.** London

Peek, Frean's Biscuits are the most toothsome of all. :: ::

Have you tried the famous P.F. Short Cake?

Proof of the popularity of this delicious biscuit is in the fact that about 325,000,000 were sold the year of its introduction. The delightful crispness, the genuine old time short cake flavor and the richness of quality not only sell the first order, but ensure continued demand.

The Connaught

P. F.'s latest introduction—a delicious biscuit—good design, popular name, attractive flavor, striking label. About 48 to the lb. All P. F. Biscuits are shipped in hermetically sealed tin boxes, are always oven fresh. A postal to-day to any agent will bring samples of these lines.

PEEK, FREAN & CO., Limited
Biscuit Manufacturers
LONDON, ENG.

AGENTS: British Columbia—The W. H. Malkin Co., Ltd., Vancouver; Alberta, Manitoba, Saskatchewan, Ruttan & Chipman, Fort Garry Court, Winnipeg; Ontario, The Harry Horne Co., 309-311 King St. W., Toronto; Ottawa and Eastern Canada, Frank L. Benedict & Co., 45 St. Alexander St., Montreal.

GAINING IN POPULARITY DAILY

"YOUNG TOM"

By street cars, by bill boards, by newspapers and by samples, we are showing Westerners how "YOUNG TOM" saves work, clothes and hands.

We are creating a demand for you to fill. You profit by stocking these lines.

Young-Thomas Soap Co., Ltd.

REGINA. CAN.

The kind of publicity that helps you sell.

It Sticks to You.

"WHERE DOES THE SHINE COME FROM."

BRASSO

The chief ingredient in Reckitt's goods is satisfaction. Every user gets some of it and you can't handle them without getting a lot too. A world wide reputation can't be built up without it, and that is why

Zebra and Brasso

are so well known.

ZEBRA

STOVE POLISH

Quality in Can and Content

Sanitary Can Company, Limited

Niagara Falls, Ontario

Here is a Line that is

Simply "Velvet" for Grocers

Neilson's MILK CHOCOLATE CARAMEL BAR
Neilson's MILK CHOCOLATE NUT BAR
ALMOND NEILSON'S MILK CHOCOLATE
Neilson's MILK CHOCOLATE BAR
Neilson's ASSORTED MILK CHOCOLATE NUT BAR
Neilson's Chocolate Cream Bar

William Neilson Limited
Toronto

Neilson's Chocolate Bars

YOU don't have to sell them—they sell themselves. A few boxes on the counter or showcase and the eyes and the appetite do the rest. Grown-ups and children alike can't resist.

Pays a Profit of over 35% which is easy money with no risks. Every Grocer can add this profitable side line.

As a starter let us send you through your regular wholesaler or jobber a box of each of our 6 lines — they'll be quick sellers.

Neilson's
5c
Chocolate Bars

have set an altogether new standard in this kind of Chocolate. You'll find Neilson's use a much higher grade of Chocolate than goes into the ordinary chocolate bars. It's this Neilson quality that makes Neilson's easy to sell. Fill in and Mail the Coupon now.

WILLIAM NEILSON LIMITED, TORONTO.
My Wholsaler is ....
Have him send me one box of each of your Chocolate Bars with my next order.
Name ....
Address ....
C.G. 10-10

TO WHOLESALE GROCERS AND TEA PACKERS

We are manufacturers of Tea Lead Foil for Packets or Chests and supply same cut in any sizes.
Send for particulars and samples to

STOP —TO— READ THIS.

We are sole manufacturers and proprietors of "Venalder," "Montor" and "Agrippa" Metals, which effect a saving over ordinary Tea Lead. Ask for full particulars.

Quirk, Barton & Co., Ltd., 33 Bishopsgate, London, Eng.

Your Plans

The McCASKEY Account Register
Dominion Register Co. Ltd
The McCASKEY Account Register
Dominion Register Co. Ltd
The McCASKEY Credit System

Are you including in your 1914 plans the

McCASKEY One Writing Account System

?

DOMINION REGISTER CO., LIMITED

90-98 Ontario Street, Toronto, Canada

Trafford Park, Manchester, Eng.

THE LARGEST MANUFACTURERS OF CARBON COATED SALES BOOKS IN THE WORLD

We Operate the Most Modern Independent Chewing Gum Plant in Canada

"Our Profits are Based on What our Automatic Wrapping Machines Earn"

Special Offer For One Week Only

1,000 Five Cent Packages

Each Package Containing Five Individually Wrapped Sticks

For Ten Dollars

Terms Strictly Net Cash: Payable at par in
LONDON, MONTREAL, OTTAWA, TORONTO, WINNIPEG, VANCOUVER

Quality Guaranteed, Samples Free on Request

Made in Canada by Canadians. Not an American Concern Operating in Canada

We Also Offer

1000 Five Cent Packages, Dental Gum $10.00
1000 Five Cent Packages, Chicle-Bits $10.00 A Candy-Coated Peppermint Gum.
1000 Five Cent Packages, Fruit Gum (Foil Wrapped) $10.00

Factory Working Day and Night. Repeat Orders Coming in Galore.

WHOLESALE HOUSES WRITE FOR DISCOUNTS

Maple Leaf Gum and Candy Company

London, Canada

JAPAN TEAS

FURUYA & NISHIMURA

SYMINGTON'S COFFEE ESSENCE

will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

Reaching the West

—the Region 'Round Regina

You need help if you are shipping from the East. The distances are so great you are at a disadvantage. To overcome this try shipping in carload lots direct to Regina. This saves freight on the long haul. We will receive such cars, sort consignments, and re-ship to your various customers. Railways radiate from Regina. Our charges are reasonable The plan will save you much money.

By placing a stock of goods with us you may make our warehouse your Western Branch. We are equipped to carry large quantities in storage, and to attend to re-shipping on orders from you or your customers.

Even if your goods do not bulk large, avoid the extravagance of high charges on many parcels, by combining the Western orders in one consignment to us for distribution.

We can tell you more when we get your address. Write to-day, so that you may know all about the service in time to use it.

REGINA STORAGE AND FORWARDING COMPANY, LIMITED, REGINA

Regarding RICE In Less Than Carloads

Mr. Wholesaler:—

If you realized the saving you make in time, worry and handling charges, you would avail yourself of our

Direct Shipment Service

from our mills to your customers—Send us shipping instructions—we do the rest.

Mount Royal Milling & Mfg. Co.

D. W. Ross Co., Agents

MONTREAL

"Essex Brand" Canned Goods

Well-preserved and canned fruits and vegetables picked fresh in the finest orchards and gardens of Canada.

No finer fruit and vegetable producing district can be found in any part of Canada than the district from which we draw our produce for preserving and canning. Every bit of fruit and vegetable that goes into Essex Brand is grown within a few minutes of our factory and is always packed while fresh.

The standard of quality of Essex Brand Canned Goods is of the highest order and wherever they are sold are producers of good profitable business. The Essex Brand goes on only the finest grade goods that can be produced under the best conditions.

You will find Essex Brand Corn, Tomatoes, and Pumpkin, immense sellers with your trade. Owing to June Frosts and early frosts this Fall in many localities, there is bound to be a shortage in these lines. Better protect yourself by ordering to-day before prices advance. Send for samples or trial shipment.

Write TO-DAY.

Essex Canning & Preserving Co.
Limited

ESSEX :-: ONTARIO

100%
Purity

100%
Quality

> *If a man can write a better book, preach a better sermon, or make a better mouse-trap than his neighbor, though he builds his house in the woods, the world will make a beaten path to his door.*
> *—Ralph Waldo Emerson.*

Why are we getting the Cream of the Business

In Jams, Jellies, Marmalades and Catsups?

Because we have Supreme Quality.
Because we use nothing but the choice, ripe fruit—no pulp.
Because Glassco quality increases demand, and the goods become more readily marketable.
Because Glassco quality reduces competition and brings new customers to your store.

Glassco's

will bring you good profit and will satisfy every customer who tries it.

No grocer can afford to take chances of losing the trade he now has by offering inferior goods.

Our Guarantee is Satisfaction or Money Back

GLASSCO-LIMITED

HAMILTON and OAKVILLE

Preserving Plant, Oakville, Ont. **A complete stock kept in Winnipeg**

Messrs. H. W. Glassco & Co., Agents Confederation Life Building.
Toronto Messrs. Eby-Blain, Limited

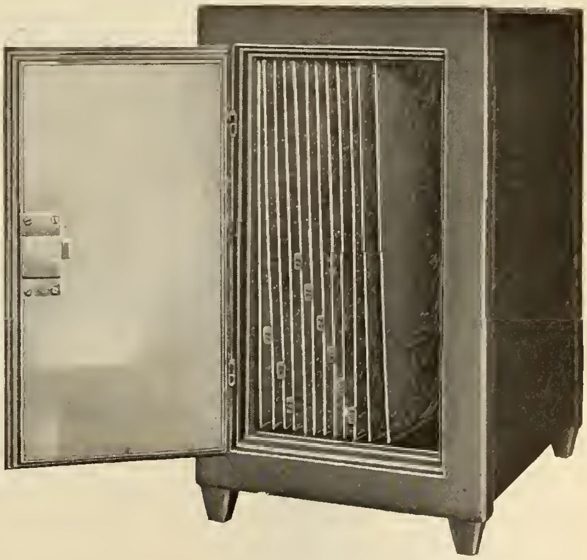
LOOK

As a result of a special Campaign—now on—some of your best customers are going to buy either or both Richards Pure or Quick-Naptha somewhere.

You can't afford to be without at least a case of both.

Order to-day through your wholesaler.

TWO AT THE PRICE OF ONE



If a bookkeeper that you knew was the best in the country, guaranteed to keep your books in the latest and most approved way and was also one of the best collectors known, offered to work for you for twenty-five cents per day, you would jump at the chance to secure his services. Now, that is just what we offer you in the Ullman Account Register and it only costs you twenty-five cents for a few months, after that it works the rest of your business lifetime for nothing. Write to-day.

Hamilton Ideal Mfg. Co., Limited, Hamilton, Ont.

Toronto Office—482 College Street **Montreal Office—181 Bleury Street**

—*real tomato catsup*

Made from whole, ripe, sound tomatoes, the best granulated sugar and the best spices. No coloring or preservatives are used whatsoever.

The tomatoes are put through two high pressure cold water baths followed by two steam scaldings before cooking.

The result of this careful and sanitary preparation is a palatable, nicely spiced catsup with the rich flavor of the ripe tomato.

Feature "E. D. S." Catsup along with a full range of "E.D.S." Jams and Jellies. They are the prime favorites of the majority and will influence more of the family trade to your store.

E.D.S. Catsup is unsurpassed by any imported and sells at a lower price. Get your order in before the frost comes.

E. D. Smith & Son, Ltd.

WINONA, ONT.

AGENTS: NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N S.; J. GIBBS, Hamilton.

E
D S

COWAN'S CAKE ICING

Prepared ready for use. Save the house wife a lot of work, and give better results than any but an expert cook can produce. They are popular wherever known. Make them known among your customers and develop a new and profitable line of trade.

The Cowan Co., Limited, Toronto, Ont.

ENGLISH CANNED FRUITS

AS PACKED BY

W. R. DEAKIN, Limited

On the Fruit Plantations Established by the Right Hon. Lord Sudeley.
On the Toddington Estate near Cheltenham, England.

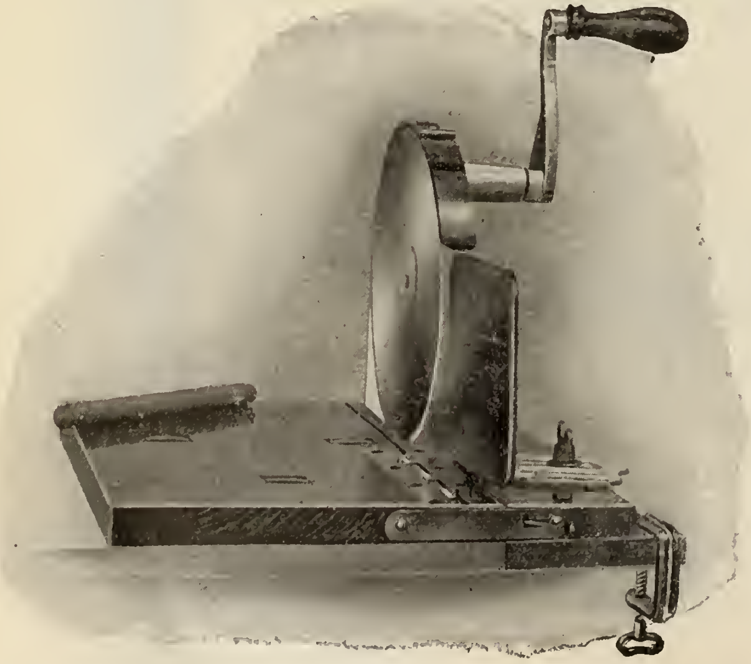
ARE THE WORLD'S BEST

Raspberries, Strawberries, Black Currants, Victoria Plums, Golden Plums, Damsons and Loganberries. Packed in cases to hold. 4 Dozen 1's, or 2 Dozen 2's.

W. R. DEAKIN, LIMITED
JAM AND MARMALADE MANUFACTURERS
Wigan Lancashire England

EXPORT AGENTS: Messrs. A. W. Latham & Coy, 17 Philpot Lane, London, E. C.

You cannot afford to be without one



THE LOWEST PRICED MEAT SLICING MACHINE MADE

"The Imperial"

You cannot slice your bacon, etc., by hand as quick or clean as you can by a machine, and you cannot hope to compete with your neighbor if you have no machine.

The "Imperial" is a wonder. Write now to any of the following:

W. G. Craig & Co., Ltd.
CANADIAN AGENTS
KINGSTON, ONT.

DISTRIBUTORS:
D. S. Robertson & Sons, Ottawa, Ont.
Ehy-Blain, Limited, Toronto, Ont.
W. H. Gillard & Co., Hamilton, Ont.
A. M. Smith & Co., London, Ont.
The Howe, McIntyre Co., Montreal, Que.
J. B. Renaud & Cie., Quebec, Que.
G. E. Barbour Co., Ltd., St. John, N.B.
Bauld Bros., Ltd., Halifax, N.S.
Codville Co., Ltd., Winnipeg, Man.
A. Macdonald Co., Ltd., Winnipeg, Man.
Jobin Morrin Co., Ltd., Winnipeg, Man.
Codville Co., Ltd., Saskatoon, Sask.
Codville Co., Ltd., Moose Jaw, Sask.
Macdonald, Cooper & Co., Edmonton, Alta.
A. Macdonald Co., Ltd., Nelson, B.C.
A. Macdonald Co., Ltd., Fernie, B.C.
Kelly, Douglas & Co., Ltd., Vancouver, B.C.

You'll be as busy as the little honey bee if you handle

Bee Brand Specialties

BEE STARCH **BEE JELLIES**

BEE BORAX

—the quality trio from the hive of Montreal

THE attention is requested of every retailer and wholesaler, from the Atlantic to the Pacific, in every tow nand city ocean to ocean.

For years the Bee Brand Specialties have, like the little ambitious bees, been forging their way inch by inch into the very heart of the best trade of Canada, until to-day they hold a position which cannot be usurped—a position that is built on a solid rock foundation. Now we are going to tell all Canada about these successful little trade builders—the BEES.

They're quality through and through, and give the most complete satisfaction to wholesaler, retailer and consumer. The first trial means a repeat order, why not introduce them now?

WRITE OR WIRE IN YOUR TRIAL ORDER TO-DAY AND GET OUR PRICES AND TERMS.

Forbes & Nadeau

MONTREAL **QUEBEC**

Greenbank Specialties

MANUFACTURED BY

The United Alkali Company, Limited

Greenbank Works, St. Helens, England

REVISED PRICES

Lye, Solid and Powdered

GREENBANK LYE,	1 lb. tins	1 gross lot	$7.50 gross
Solid	4 doz. per case	6 " "	7.00 "
RED HEART LYE,	½ lb. tins	20 " "	6.75 "
Powdered	4 doz. per case	50 " "	6.50 "
RED HEART LYE,			
Powdered	12 oz. tins	1 " "	9.00 "
	4 doz. per case		

Specialties

POWDERED CAUSTIC SODA,	Barrels	.03¾ lb.
POWDERED CAUSTIC SODA,	10 lb. tins	.80 tin
CAUSTIC PURE POTASH,	20 lb. tins	$2.35 tin

Chloride of Lime

Metallic tins			Retail Price
¼ lb.	5 gross	$4.00 per gross	0.40 doz.
½ lb.	5 "	5.75 " "	0.60 doz.
1 lb.	5 "	9.75 " "	1.00 doz.

Packed 4 dozen per case

Drums	100 lbs.	.03½ lb.
Drums	25 lbs.	.04 lb.

TERMS: Net No Discount 30 Days, F.O.B. Montreal.

The Strongest — The Purest — The Best

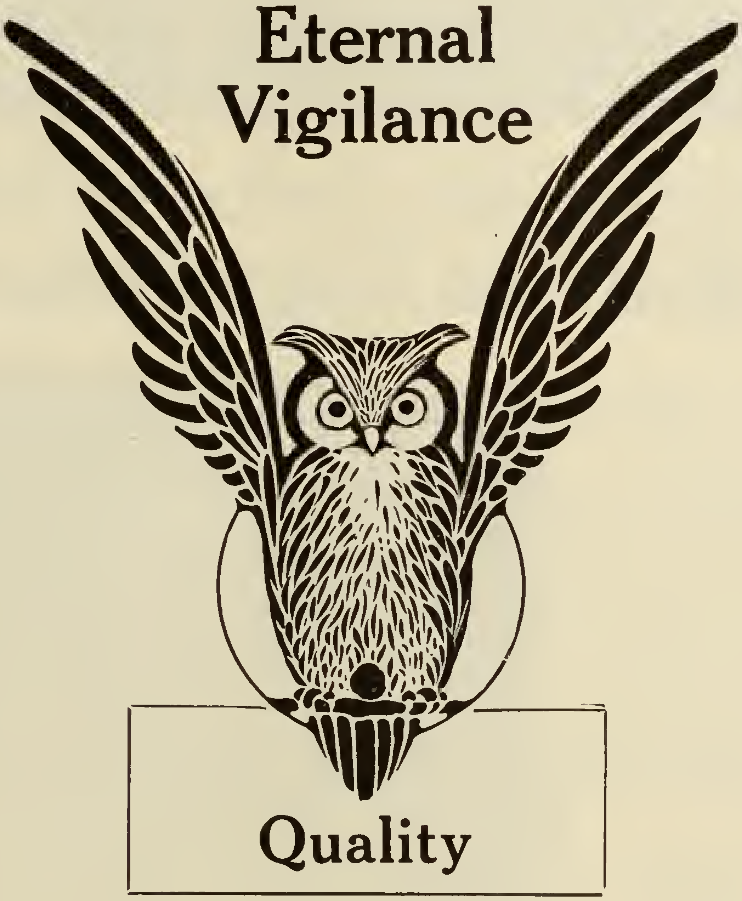
L. CHAPUT, FILS & CIE, Limitee

DISTRIBUTORS IN CANADA

2, 4, 6, 8 & 12 DeBRESOLES ST., MONTREAL

Seventy-two Years In Business

The remarkable growth of our business every year, is due entirely to our efforts to give complete satisfaction, and nothing else. It has been the dominant feature of a policy which made our reputation and such has been maintained from the very beginning.



We have established important connections in all the important centres of production all over the world.

Our facility for buying is unique and has placed us in a position to give the latest information and quote prices in accordance with the markets.

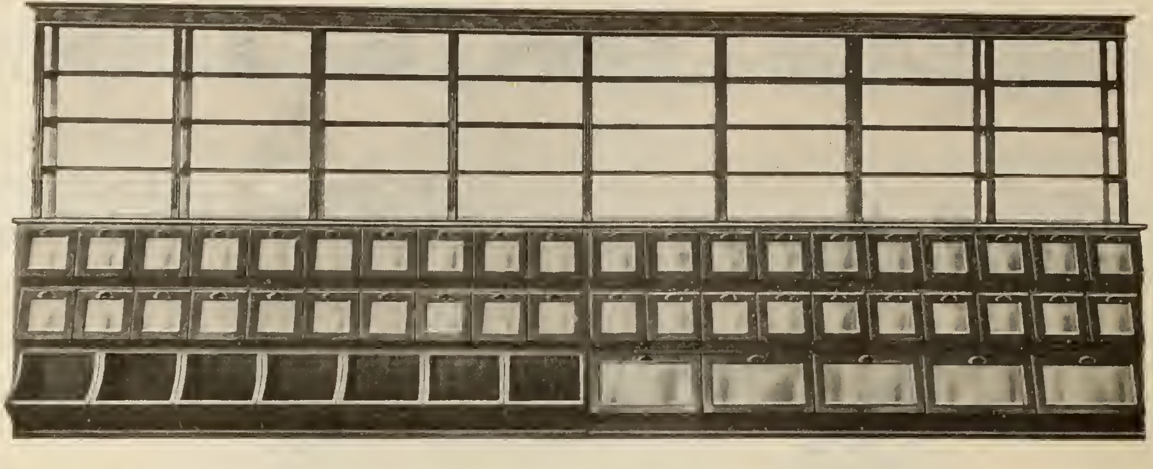
We carry the best and largest assorted stock to be found in any strictly wholesale house.

These are very strong reasons why you should entrust us with your orders.

Our Motto—Satisfaction

L. CHAPUT, FILS & CIE., LIMITEE

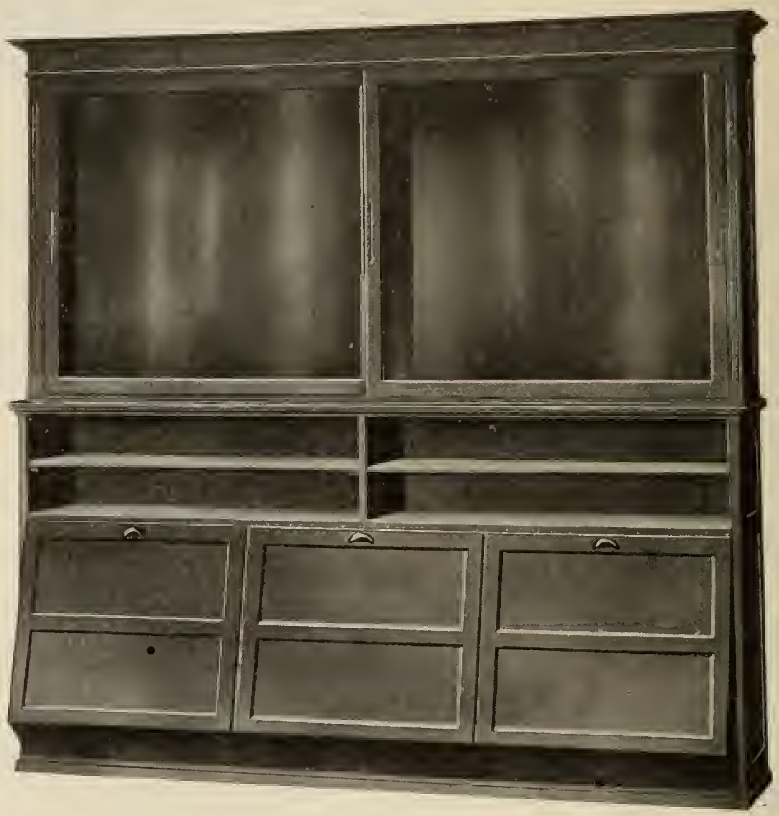
2, 4, 6, 8, 12 De Bresoles St., MONTREAL



WALKER PATENTED BINS

Make Your Store Inviting by Using Walker Bin Store Fixtures

WALKER PATENTED BINS



Don't have your customers tacking through your aisles, dodging boxes and baskets of fruit, vegetables, etc. Make and keep your store inviting by using Walker Bin Fixtures.

Illustrated above is our **Wall Case** and shelving fitted with row of fruit hoppers or pockets along floor to take care of oranges, lemons, etc., in season. It also shows large bins to hold large wooden cake boxes along bottom of case and above this two rows of bins to take any standard make of tins holding cakes, biscuits, etc., behind a glass front display.

The Baker's Case shown here has large bins for bread. Open shelf for pan goods, cakes, etc. in lower section. Upper section inclosed and fitted with glass, enamelled steel or wood shelves on adjustable brackets for the display of cakes, etc., free from dust and flies.

Write for Particulars

NOTICE.—These bins are protected by patent and must not be installed by any one else under penalty of fine and removal of the bins. The company gives notice that it will not permit any infringement of their patents, and will enforce their rights under the law.

The Walker Bin & Store Fixture Co., Ltd.

Designers and Manufacturers of Modern Store Fixtures

BERLIN, ONTARIO

REPRESENTATIVES:—

Manitoba: Watson & Truesdale, Winnipeg, Man.
S. Saskatchewan and Alberta: J. H. Smith, Box 695, Regina, Sask.
N. Saskatchewan: North West Specialty Co., Saskatoon, Sask.; Willoughby-Sumner Bldg.
Vancouver: Western Plate Glass Co., 318 Water St.
Montreal: W. S. Silcock, 33 St. Nicholas St.
Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.B.
Ottawa: Geo. Cameron, 414 Gilmore St.

Hints To Buyers and Sellers from Quebec City & Province

OATS, PEAS, BEANS, Etc

handled in any qualities to best advantage
by the

LARGEST BROKERS ON THE SPOT

Turgeon & Gourdeau

Grain and Provision Brokers
61 ST. PETER STREET, QUEBEC

Selling Agents for
The Maple Leaf Milling Co., Ltd., Toronto,
Gunns Limited, West Toronto.

Quebec's Responsible Brokers

23 Years of Experience
Reliable Trade Connection - - - - - - - SUCCESS

Specialty: CORN and BEANS

Let us handle your business on this market. A trial will prove that we lead in all branches.

Write

Alfred T. Tanguay & Co.

Commission Merchants and Brokers
QUEBEC Looking for Agencies in other lines

I. Montreuil, President. Jos. Simard, Vice-President
J. N. Beaumont, Sec.-Treas.

Dominion Fish & Fruit, Limited

—— Quebec ——

Proprietors of the Dominion Cold Storage Plant. We are open to the trade for safe and economical storage.

Fish, Fruits, Vegetables

of all kinds and in large quantities.
We can fill all orders.

Butter, Eggs and Cheese

——Wholesale only——

BUCHANAN & AHERN

Wholesale Grocery Brokers,
General Commission Merchants
and Importers.

20 ST. ANTOINE ST. (Cor. Dalhousie St.)
QUEBEC, QUE.
P. O. Box No. 29

PROVISIONS, FLOUR

and

General Groceries

R. F. CREAM & CO., LIMITED

Brokers and Commission Merchants
83 Dalhousie St. - QUEBEC

GRAIN, PROVISIONS

and

GROCERIES

Immediate attention by the Man on the Spot.

EUGENE PICHER
Commission Merchant
91 Dalhousie St. - QUEBEC

Come, Write or Telephone. All are welcome. We can supply with the best in

Butter, Cheese, Eggs, Lard, Hams and Bacon

THE RELIABLE PRODUCE FIRM

EMOND & COTE 22 St. Peter St., Quebec City

ALBERT DUNN

Commission Merchant
67 St. Peter St., Quebec, P.Q.

Provisions, Canned Goods, Biscuits, Confectionery, Teas and General Groceries

From the big Forest City House of Quality and Square Dealing.

"Club House" Brand

SPANISH OLIVES

The finest Seville Olives, pure brine, made with healthful water from our own Artesian well, form the basis of the most satisfactory Olive business you can get—this is the "Club House" formula.

Put up in different sizes of bottles. Satisfaction guaranteed.

Send for a Trial Order.

Gorman, Eckert & Co., Ltd.
London, Ontario

Western Selling Agents
MASON & HICKEY
WINNIPEG

THE NAME "FAIRBANK" MEANS SOAP SURETY

FAIRY SOAP

FAIRY SOAP QUALITY. No better soap can be made; your customers can't buy better for five times the 5 cents they pay for it.
FAIRY SOAP ADVERTISING. The extensive advertising that helps the sale of every Fairbank product has made the pure, white, sweet floating oval cake known to women everywhere.

FAIRY SOAP SALE. Because of the combination of exceptional quality and extensive advertising, all you need do is display Fairy Soap prominently to enjoy a steady stream of profits from its persistent sale to pleased customers.

"Have you a little 'Fairy' in your home?"

The N. K. Fairbank Company,
LIMITED, - - MONTREAL

For our Mutual Benefit

Find a prominent place for

FATIMA Turkish Blend CIGARETTES

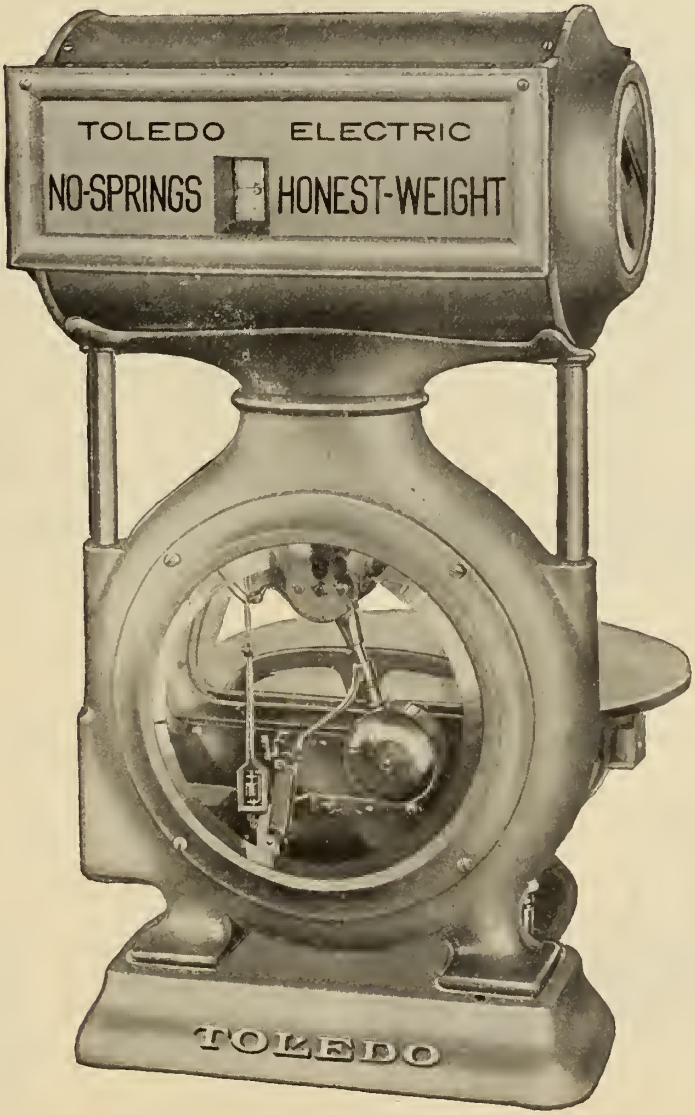
in your show case and window—offer them to your customers, explain to them that they are getting 20 fine Turkish Cigarettes for 25c. This is quite an innovation that will please them. They will come back for more. Watch your profits grow.

HANDLED BY ALL THE WHOLESALE TRADE.

TOLEDO

Scales for EVERY NEED. Prices $35.00 up.

NO SPRINGS



HONEST WEIGHT

MADE IN CANADA **CANADIAN FACTORY** **MADE IN CANADA**

Windsor, Ont.

We employ more Workmen making scales ONLY, than all other Computing Scale Co.'s IN CANADA COMBINED.

Watch for our Fall Circular. It is of interest to you. Write us if you do not receive a copy.

OFFICES : 335 Yonge St., Toronto; 55 Notre Dame E. Montreal; Sherbrook, Quebec; St. John's, Nfld.; Hamilton; Winnipeg; Calgary; Saskatoon; Victoria; Peterborough; London, Ont.; Moose Jaw Sask.; Ottawa; Fort William.

Fenwick, Hendry & Co.

Importers and Manufacturing
Wholesale Grocers,
Kingston, Ontario, Canada.

Proprietors of the following well-known brands:—

- Crossed Key Canned Goods
- Solar Brand Canned Goods
- Solar Maple Syrup
- Solar Cocoa
- Cube Spices
- King Edward Sardines (Norwegian)
- King Edward Kippered Herrings (Norwegian)

Bulk Teas—

- Mattagama Green Ceylon
- Lavidia Ceylon O. Pekoe
- Crossley Ceylon O. Pekoe
- Nana Ceylon O. Pekoe

Distributing Agents for

- Magi Soups, Kemptal, Switzerland.
- Chivers English Jams, etc., Histon, Cambridge, England.
- Huntley & Palmers' English Biscuits, Reading, England.
- Purnell & Panter's Pickles, etc., Bristol, England.
- Paris Pate, Societe Francaise de Specialites, Alimentaires, Paris, France.
- Pikkante Cheese, M. Heinrichsthal, Germany.
- Wyandotte Cleanser, The J. B. Ford Co., Wyandotte, Mich., U.S.A.

To the Trade:

TEAS.—The market in teas show an advance, and market firm. We managed to pick up a few lines at a price considerably less than they are actually worth, and intend giving our friends the benefit of our purchase. We offer:—

CEYLON GREEN YOUNG HYSON.—This is good style and draw and well worth 3 cets. per lb. more than we ask. 60 lb. boxes .... .20

JAPAN.—We have secured a few hundred boxes of this line below its actual market value to-day, and while it lasts you may have it at appended price. This line is good style and good in the cup.

JAPAN SPECIAL No. 1. 80 lb. boxes .... .16

We have also secured a special line of a good drawing and good style Japan which we offer:

JAPAN SPECIAL No. 2. 80 lb. boxes .... .20

TO EXPORTERS AND MANUFACTURERS.

We are at all times open to enter into correspondence with exporters who have lines which we can handle with the view of acting as their agents, and shall be pleased to hear from any with offers.

FENWICK, HENDRY & CO.

Importers and Manufacturing Wholesale Grocers

KINGSTON, ONTARIO, CANADA

The Table Salt of Lily Purity

Backed up by the most modern vacuum salt manufacturing plant and staff of expert operators, under the guidance of men with long salt-making experience. Purity Salt is bound to hold its high reputation.

Purity Salt is increasing in sale rapidly because of its absolute freedom from adulterants of any kind. It's the table salt of lily purity.

"PURITY" SALT

will satisfy the trade that demands the best regardless of price.

and yet it costs no more than they pay for other less satisfactory brands. If you have not been handling Purity Salt you should send for a trial order to-day. Introduce it to your trade and you will find the unanimous opinion very much in your favor.

Purity Salt is put up in handy, free-running packages and sanitary cotton bags.

Purity Salt is all that the name implies—Pure.

The Western Salt Co., Limited

Purity Table Salt. "The Salt That Satisfies"

COURTRIGHT, ONT.

YOU eat Jam for its taste. All the deliciousness in Jam comes from the fruit flavor. Jam should be so made that the natural refreshing taste of the fruit is conserved.

DUERR JAMS are made by our exclusive processes from fresh, fragrant, and luscious fruit, fit for the dessert table.

THE exclusive Duerr process retains every atom of this delicious fresh fruit flavor, because the fruit is sufficiently cooked to blend with the sugar used, and no more. Ordinary jams are always over-boiled to make them "keep," and the long high-temperature boiling dissipates the volatile elements which give delicacy to the flavor.

DUERR JAMS keep without being over-boiled. The exclusive Duerr Vacuum Bottling Process preserves them indefinitely until the bottle is opened, when the rich natural flavor of Duerr Jam delights the palate.

THE perfect purity of Duerr Jams — highly refined crystal sugar, best of fruit, and nothing else—is guaranteed.

IN the London trade paper, "The Grocer," we twice published a £250 Challenge that our Jams "will surpass in excellence of quality and flavor any Jams made by any firm in the United Kingdom." No one took it up. Every expert knows the unrivalled quality of Duerr Jam. It is Britain's Best.

Stocks carried by:
Messrs. Leeson, Dickie, Gross & Co., Ltd., Vancouver, B.C.
Revillon Wholesale, Limited, Edmonton, Alta.
Louis Petrie, Limited, Calgary, Alta.
A. MacDonald Co., Limited, Saskatoon, Sask.
A. & W. Smith & Co., Halifax and Sydney, Nova Scotia
Sole Canadian Agents:

MACLAREN IMPERIAL CHEESE CO., LIMITED
TORONTO CALGARY MONTREAL

F. Duerr & Sons, First British Vacuum Jam Factory, Old Trafford, Manchester, Eng.

Little Rub—Big Shine

BLACK KNIGHT STOVE POLISH

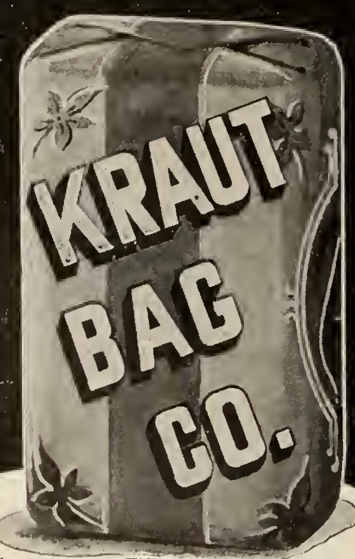
It's the polish that produces and retains a most brilliant coal black shine. Grocers who look to the little things for a good share of their profit will do well to feature Black Knight in their window displays as well as in their counter and case exhibits.

The good housewife who once uses Black Knight Stove Polish will not be contented to go back to any other. It shines with the least possible amount of rubbing.

Stock up now
with Black Knight.

F. F. Dalley Company, Limited

TO THE COFFEE & TEA TRADE



Use Fancy Paper Bags

Adolph Kraut Co.

57 Warren St. New York.

WARNING!

CRESCENT BRAND
BM&Co
TRADE MARK

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER, MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

Are You Ready?

GIPSY Stove Gloss brings repeat orders, and leaves you a profitable margin. Every 10c tin sold gives more than 10c satisfaction. The double package, is a different package, better because it prevents waste, and makes GIPSY go farther.

More——much more——is going to be used this Winter. Are you ready with a good stock of

GIPSY Stove Gloss.

HARGREAVES (Canada) Limited,
33, Front Street E. TORONTO.

Western Agents: For Manitoba, Saskatchewan and Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon: Creeden & Avery, 118 Homer Arcade, Vancouver, B.C. Ask your jobber!

Paisley Flour—quick and easy sales

Let your customers see that you stock Brown & Polson's Paisley Flour—ask them to try it once—*and you've made a large and regular buyer.*

"Paisley Flour" (Trade Mark)

The SURE raising powder,

is used mixed 1 part with 8 parts of ordinary flour, for raising and improving all kinds of baking. Display Paisley Flour on *your* counter, in *your* window, and see how many customers you will gain! If your stock is low, order a good supply to-day.

Canadian Agents:

HAMBLIN & BRERETON, LTD.,
1 9 Notre Dame Avenue, E. WINNIPEG.
510 Ninth Avenue West, CALGARY.
842 Cambie Street, VANCOUVER.

Proprietors:

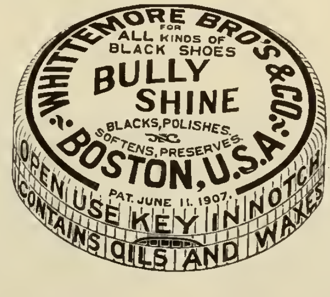
BROWN & POLSON,
Paisley and London, England.

S.H.B.

Finest Quality

Whittemore's Shoe Polishes

Largest Variety


WHITTEMORE BRO'S & CO.
FOR ALL KINDS OF BLACK SHOES
BULLY SHINE
BLACKS, POLISHES, SOFTENS, PRESERVES.
BOSTON, U.S.A.
PAT. JUNE 11, 1907.
OPEN USE KEY IN NOTCH
CONTAINS OILS AND WAXES

FOR BOX CALF VICI KID PATENT AND ENAMEL LEATHERS
WHITTEMORE
"ELITE"
ELITE POL
BOX CALF
VICI KID AND ALL BLACK DRY LEATHERS

Oldest and Largest Manufacturers of Shoe Polishes in the World

"GILT EDGE" Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retails 25c.

"BULLY SHINE." A waterproof paste polish for all kinds of black shoes and old rubbers. Blacks, polishes, softens and preserves. Contains oil and waxes to polish and preserve the leather. Also Russet Bully Shine for tan leathers. Large tin boxes. Boxes open with a key. Retails 10c.

"SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Boxes open with a coin. Retails 10c.

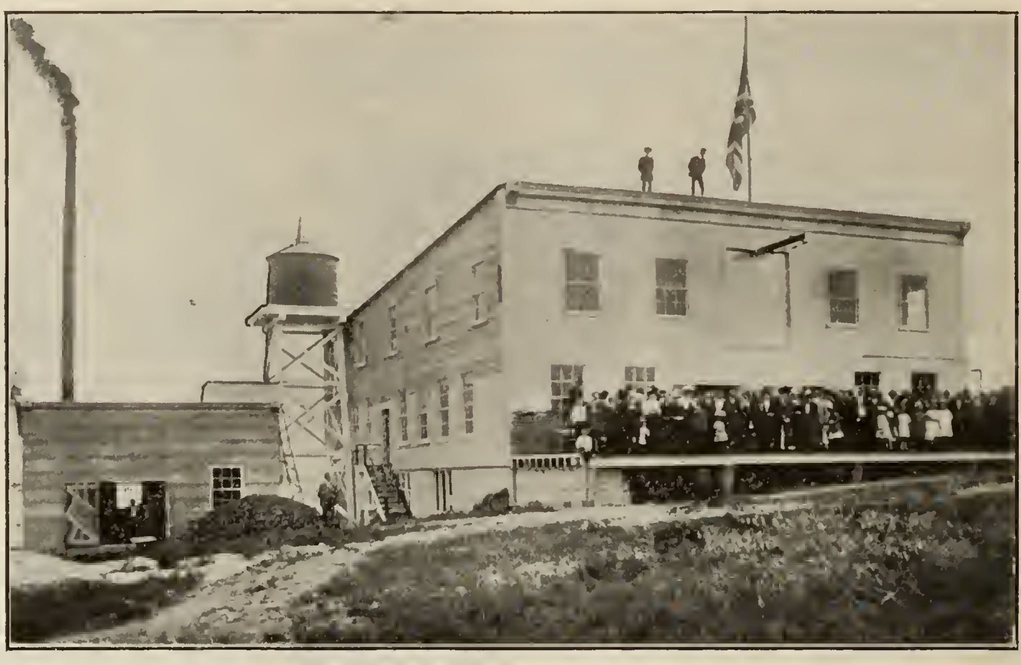
"DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retails 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).

"ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. **'BABY ELITE" COMBINATION** (10c size). **"ELITE" PASTE** in 5 sizes.

"BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Retails 25c.

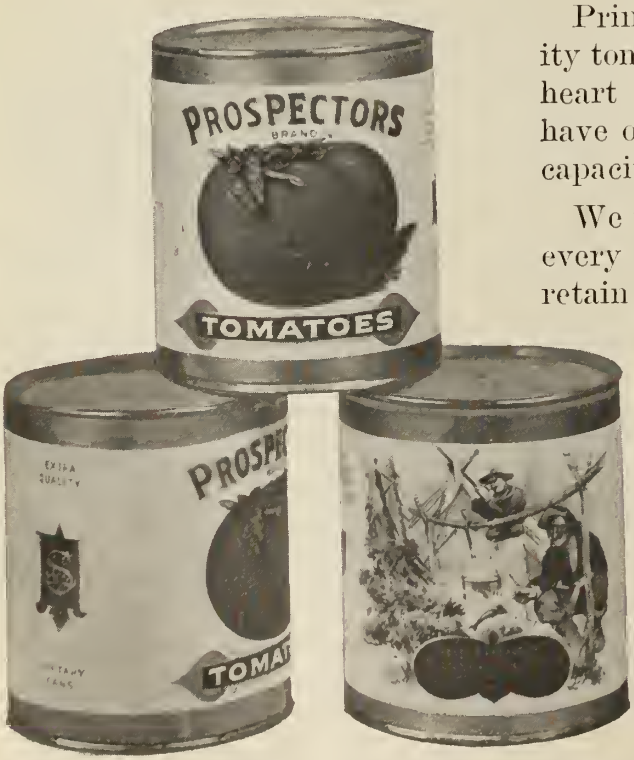
Send for circulars giving full particulars of our other Polishes to WHITTEMORE BROS. & CO., Boston, Mass., U.S.A. For sale by the Shoe Findings and Shoe Jobbing Trades of all Canada.

PROSPECTORS BRAND TOMATOES



Opening Day at Northport Canning Factory, 1912

1000 Bushels Every Ten Hours

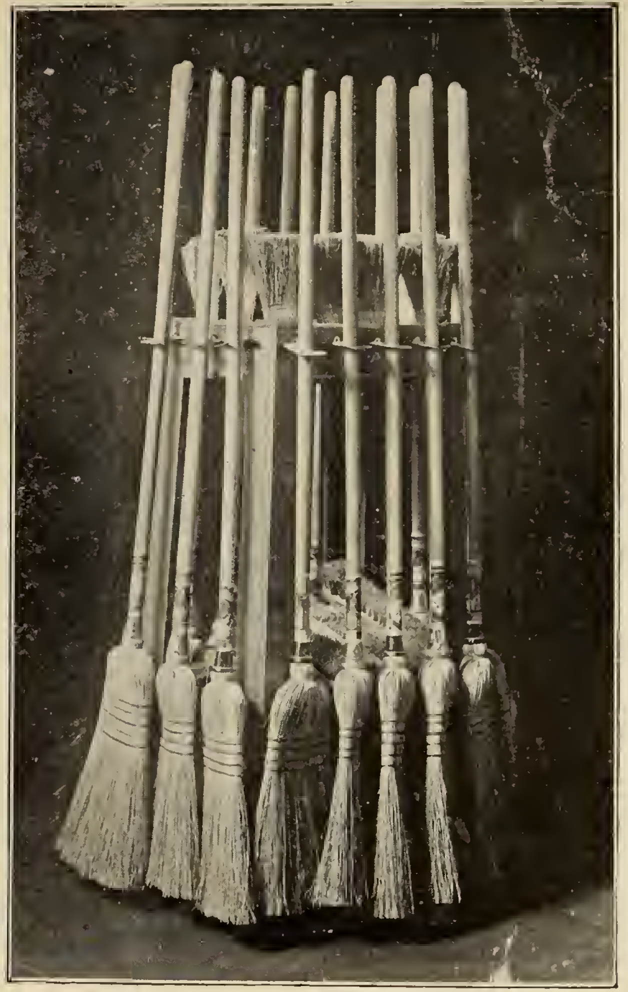


Prince Edward County is noted for its fine quality tomatoes and abundant crops. It is in the very heart of this tomato producing section that we have our large and well equipped factory, with a capacity of 1,000 bushels of tomatoes every day.

We use only the finest fresh, ripe tomatoes, and every care is exercised in canning them, so as to retain their delightful fresh tomato flavor. We use only sanitary cans and seal without solder or acid.

Write to your nearest jobber for your requirements.

NORTHPORT
Canning Factory
NORTHPORT, ONTARIO
Prince Edward County

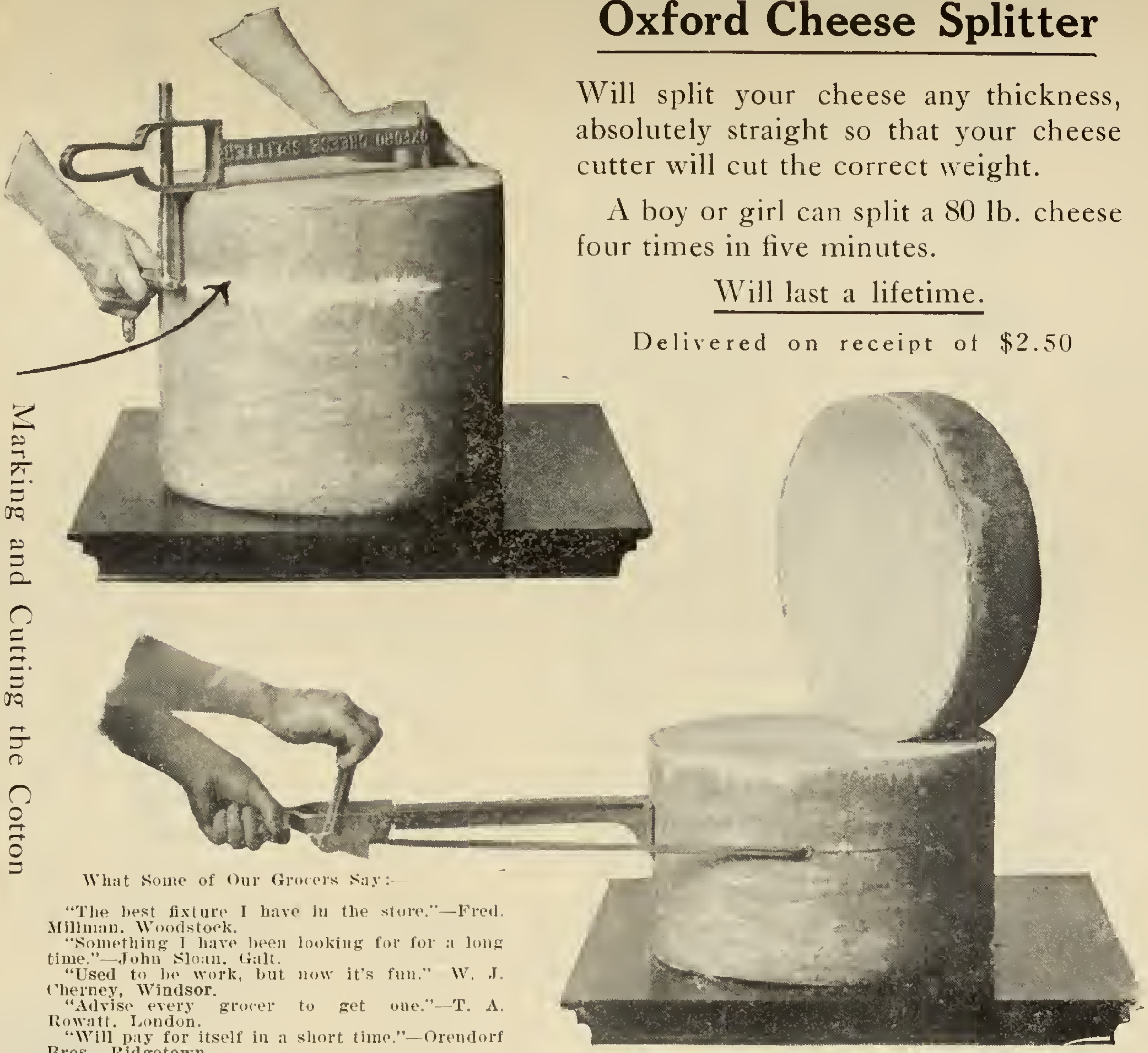


BROOM, BRUSH AND WHISK SILENT SALESMAN

Every broom protected; all hanging by the handles; impossible to break the straw. You take a broom down or hang it up as easy as you can your hat. Holds 16 brooms, 3 dozen large scrub brushes, 2 dozen small scrub brushes, 1 dozen clothes and shoe brushes, 1 dozen whisks—and only takes up two feet square floor space, and you can roll it in and out of your store with one finger.

It has always been hard to show the above goods to advantage in a neat way. This is a real silent salesman that shows the goods (that means you sell them), besides an ornament to any store, and should last a lifetime.

Delivered on receipt of $3.50.



Marking and Cutting the Cotton

Oxford Cheese Splitter

Will split your cheese any thickness, absolutely straight so that your cheese cutter will cut the correct weight.

A boy or girl can split a 80 lb. cheese four times in five minutes.

Will last a lifetime.

Delivered on receipt of $2.50

What Some of Our Grocers Say:—

"The best fixture I have in the store."—Fred. Millman, Woodstock.

"Something I have been looking for for a long time."—John Sloan, Galt.

"Used to be work, but now it's fun." W. J. Cherney, Windsor.

"Advise every grocer to get one."—T. A. Rowatt, London.

"Will pay for itself in a short time."—Orendorf Bros., Ridgetown.

"Does the work easy, quick and correct."— F. McDougall, Ingersoll.

Alby Robinson

Woodstock, Ontario

BOND'S CHOCOLATES CARSON'S PASTILLES, GUMS and CACHOUS

The show at the Canadian National Exhibition, Toronto, attracted considerable attention from visitors from all parts of the Dominion, and those buyers desiring samples and particulars should apply to

MR. J. P. WRIGHT
Queen's Hotel, Toronto

Brand's A.1. Sauce

With the International Reputation

Make generous provision on your shelves for Brand's "A1 Sauce," the connoisseur's preference. In mansion or cottage alike for almost a hundred years it has been delighting the palate, and is still giving a relish and zest to fish, flesh and fowl.

Now is the season to give Brand's "A1 Sauce" special prominence. But first, try a bottle on your own table, you will then be able to recommend it with enthusiasm.

We also make a full line of Meat Essences, Meat Extracts, Potted Meats, Chutney, etc.

Brand & Co., Limited

Purveyors to H.M. the late King Edward VII.
By appointment to his Majesty King George V.
Mayfair, - - - - London, Eng.

NEWTON A. HILL, 25 Front St. East, TORONTO
H. HUBBARD, 27 Common St., MONTREAL
McLEOD & CLARKSON, VANCOUVER

Two telling reasons

A lady in Neepawa, Man., recently said, in talking to a friend of ours about tea, that she now used only Red Rose Tea because she had found "it tasted better and went farther than any other tea she had ever tried."

This lady has given the two main reasons for Red Rose Tea being the favorite with nearly every one who has tried it.

First—"it tastes better"—

This is because of the rich, yet delicate flavor, obtained by blending the rich strong Assam teas of Northern India with the flavory teas of Ceylon.

Second—"it goes farther"—

And this is because of the Assam teas, which for strength and richness (the spending qualities) are not equalled by any other teas.

We have written pages about the quality of Red Rose Tea—the difference between it and other teas, but we have never stated so clearly and so briefly the main reasons, the telling reasons, as the lady of Neepawa when she said—"it tastes better," "it goes farther."

These are the reasons why our customers continue to use Red Rose Tea once they try it.

Red Rose Tea

"Is Good Tea"

T. H. Estabrooks Co., Limited

Head Office :—ST. JOHN N.B.
Western Branches :
Winnipeg, 156 Lombard St.
Calgary, 322-326 Ninth Ave. W.

7 Front Street East
TORONTO, Ont.

Made in England—Unsurpassable

Cleave's Chocolates

Profitable Fast Selling Specialities

The CLEAVE line of chocolates are necessary to your confectionery department if you wish to swell both sales and profits. The variety and deliciousness of the CLEAVE chocolates put them in a class absolutely by themselves.

Devonshire Cream Chocolates

NOURISHING
TASTY
UNEQUALLED

Can be retailed in 5 cent slabs.
There will be a run on it by the kiddies.

4-lb. Boxes Devonshire Milk Chocolates

Another Big Seller. Just as delightful.

Specially prepared for breaking up and selling by weight, in large, rich looking and inviting 1 lb. and 4 lb. slabs.

EXTRA SPECIAL **GET SAMPLES.**

Chocolate Ice Wafer Biscuits
Have something special always on hand.

These circles contain
OUR NEW LINES
which are most popular and in constant demand.
DON'T FAIL TO MAKE INQUIRY ABOUT THEM.

Chocolate Tangerine
Are you awake to the value of Specialization?

A Few More

Superb Lunch Chocolate.
Cleave's Devonshire Cream Hazelnut Chocolates.
Cleave's Famous Macaroon Chocolate

J. Cleave & Son, Ltd., Crediton, Devon, Eng.

Address all communications to our Agents:

Frank Davey & Co.

6 St. Sacrament St., Montreal

It's Service That Counts

Our aim is to bring Shippers into closest touch with the wholesale buyers of the three Prairie Provinces, to the mutual benefit of all.

To this end our Salesmen call on the Wholesale Trade regularly, and our daily circulars to the buyers, describing each individual line, give both our customers and principals the best possible service.

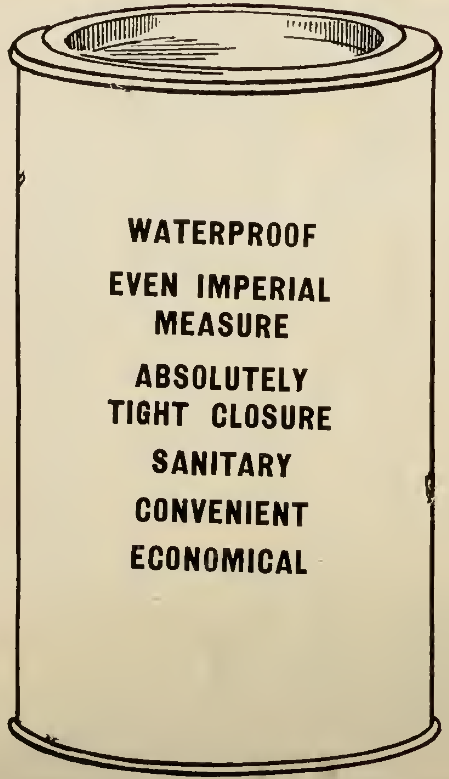
We represent some of the largest and most responsible shippers in the trade, and confine ourselves exclusively to the wholesaler and manufacturer.

W. H. ESCOTT & CO.
Limited
WINNIPEG CANADA
Head Office: 181 to 183 Bannatyne Ave. E., Winnipeg

Wholesale
Grocery Brokers
Commission Merchants
Manufacturers Agents

Branches:
Regina
Calgary
Edmonton

It may upset but will never spill



1 Quart Size 3 9-16 x 7⅜
1 Pint Size 3 x 5 3-16

Every grocer knows the nuisance that has always resulted from the use of the paper oyster and syrup buckets and containers. Every grocery driver knows it more, for the responsibility of delivering goods in first-class condition rests with him, when any liquid commodity has to be handled. All will welcome the new delivery can.

The New Fibre DELIVERY CAN

For Every Grocer

It cannot spill a drop even if it is upset and remains

This is what grocers say about *The new delivery can*

Its uses:

Specially designed for liquid and semi-liquid commodities:—

OYSTERS
FRESH MILK
CREAM
MAPLE SYRUP
MOLASSES
HONEY
MINCEMEAT
VINEGAR
PICKLES
SAUER KRAUT
ETC.; ETC.

"The most perfect delivery packages we have ever used. There is nothing on the market to compare with them."

"Allow us to congratulate your firm in coming to the aid of the retail grocers by introducing these neat, sanitary containers."

"They are without a doubt the best on the market—our customers are well pleased."

"They hold perfectly, stand the rough usage of delivery perfectly, and every can is usable, which cannot be said of any other container we have ever used."

"Although a little more expensive than other containers, they easily overcome this, as there is no leakage or spilling."

Those who have used our Delivery Cans are unanimous in their verdict that they are superior in every way.

Ask your wholesaler for them, or clip and mail to us the coupon in lower right-hand corner.

The American Can Co.

Hamilton and Montreal

Please mail sample of your Delivery Can.

____

____

CONFECTIONERY

You can make $10.67 on $14.86

One of Our Extra Fancy Pails

SUGARS & CANNERS, LTD., Montreal.
Please ship, freight prepaid:

1 pail MIKADO MIX., 32 lbs.	$2.56
1 pail MINTO MIX., 32 lbs.	2.56
1 pail NUTTY CREAMS, 17 lbs.	2.40
1 pail MINT BUTTONS, 17 lbs.	2.20
Gross Goods (Assorted), 8½ gross boxes	4.00
Name Here	$13.72

Address ....

60 PROFIT

SUGARS & CANNERS, LTD., Montreal.
Please ship, freight prepaid:—

1 pail MINTO CREAMS and JELLIES	$2.56
1 pail ASSORTED CARAMELS	3.50
1 pail FRUITY CREAMS	2.40
1 pail MAPLE HEARTS	2.40
Gross Goods (Assorted New Lines) (8½ gross boxes)	4.00
Name Here	$14.86

Address ....

72 PROFIT

Get in on our Trial Order Scheme

SUGARS & CANNERS, LIMITED, MONTREAL

All The Candies Are All The Candy

MAPLE SYRUP

Diamond Maple Syrup-Satisfaction

DIAMOND MAPLE SYRUP

amounts to a standard throughout the country. Wide awake dealers say when offered others: "Well, if it is nearly as good as **Diamond** is must be pretty fair."

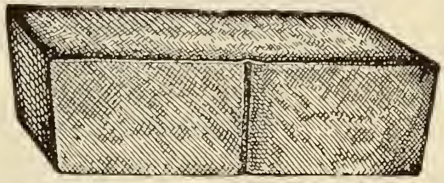
But you need not switch accounts to secure a grade next to **Diamond**, for your middle class trade. We can supply it also.

Shanty Brand

is just it. Profitable and popular.

PRICES BELOW.

TWIN BLOCK
PURE
MAPLE SUGAR



Has a Dominion wide reputation. The very novelty of the "twin" idea stimulates sales. Note the even dividing line. Uniformity its chief feature.

HANDSOME SHOWCARDS WITH EACH ORDER.

MAIL THIS SYRUP SPECIAL

SUGARS & CANNERS, LTD., Montreal.
Please ship, freight prepaid:

1 case "DIAMOND" (qts.)	$5.40
1 case "SHANTY" (pts.)	2.50
1 case "SILVER SHEAF" (qts.)	3.50
1 case TWIN B. MAPLE SUGAR	3.60
1 pail MAPLE BUTTONS	2.40
Name Here	$17.40

Address ....

SUGARS & CANNERS, LIMITED, MONTREAL

The True Maple House

ENGLAND'S MOST POPULAR SAUCE

is now selling freely over here—nearly all the leading grocers make a leading line of H.P., and obtain the full benefit of the money we are spending in advertising. Wouldn't it be worth your while to stock

W. G. Patrick & Co., Limited, Toronto, Winnipeg and Vancouver.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Limited, Birmingham, Eng.

H.P. SAUCE

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS Ltd.

Tel. Address: "Laminated," London. LIMEHOUSE
A.B.C. Codes used 4th & 5th Editions LONDON, E., Eng.

Canadian Agents:
HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

RICE'S SALT

"The Salt That's All Salt"

Pure Salt to the very last grain, uniform and of superior quality. Send for a trial order and prove for yourself that Rice's is all we claim it to be.

Write for prices. Prompt Shipment

THE NORTH AMERICAN CHEMICAL CO., Ltd.
CLINTON, ONT.

CRAWFORD & CO.

Wholesale Grocers

MOOSE JAW - SASKATCHEWAN

"Best Goods at Lowest Prices"

"One Price for All"

DUMART BROS.

HIGH GRADE GERMAN

SAUSAGES

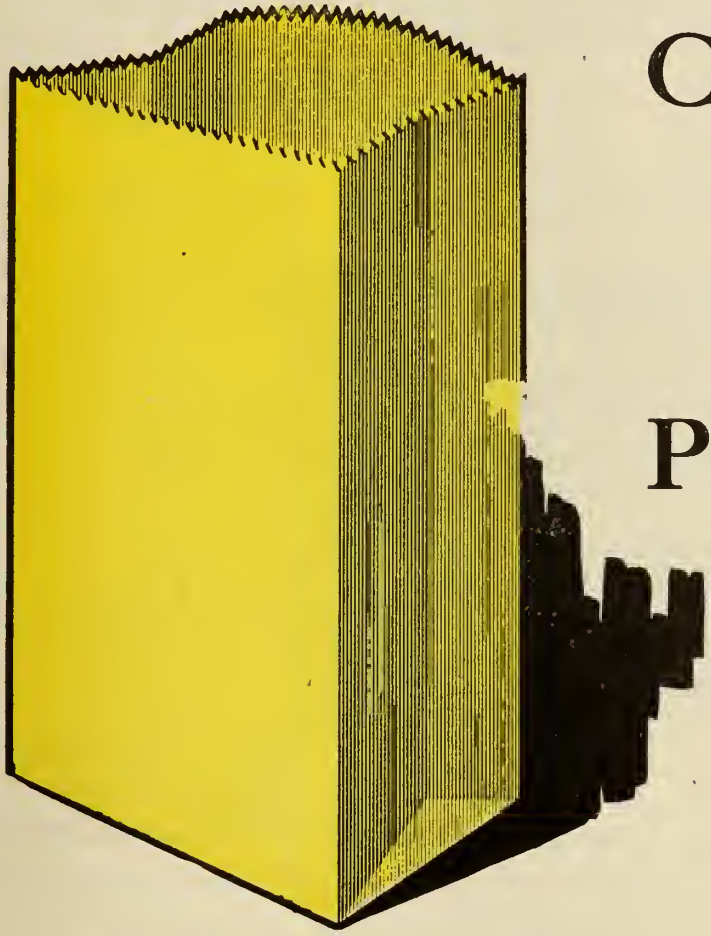
BERLIN, ONTARIO

Are You Supplying Your Trade With The Best In Sausages?

Get your next supply of sausages and meats from a firm that makes a specialty of German Sausages.

Only the best selected stock is used and the most up-to-date machinery and methods are employed—in short, the Dumart products are the best of their kind.

We have attained the distinction of being the largest manufacturers of high-grade German Sausages in the Dominion. Get your orders in at once. The profits are good.



Continental

Germ-Proof
Automatic
Opening
Square

Paper Bags

Once tried will ensure their continued use because they are the most sanitary wrappings and the strongest paper bags in the market.

Ask for the Monarch Kraft Bags of superior strength and toughness.

BAG AGENCIES

Manitoba, Alberta and Saskatchewan—Walter Woods & Co., Winnipeg.
Nova Scotia, Prince Edward Island, and Cape Breton Island—Thomas Flanagan, Upper Water St., Halifax.
British Columbia—Smith, Davidson & Wright, Vancouver.

- Flour Sacks
- Twines
- Parchment Paper
- Greaseproof Paper
- Grey Butchers' Paper
- Glazed Silver Fibre Paper
- Manilla Paper
- Millinery Bags
- News Print Paper
- Continental Kraft Paper
- Glazed Monarch B.S. Paper
- Glazed Monarch F.S. Paper
- Pie Plates
- Toilet Paper
- Roll Paper Cutters
- Twine Holders
- Bag Holders
- Hand-made Paper Specialties
- Shirt Bags
- Tissue Paper

PRINTING OF EVERY DESCRIPTION

Confectionery bags made in strongest M. G. Broadstripe paper in various shades of color.

The Continental Bag and Paper Co., Limited

MANUFACTURERS

Import and Domestic Paper Merchants

OTTAWA CANADA

BRANCHES

584 St. Paul Street, MONTREAL
20 Front Street East, TORONTO

STUART, LIMITED

Pure Fruit Preserves

SARNIA - - ONTARIO

Highest Grade, Pure Jams, Jellies, Marmalades, Fruits in Syrups, Mince Meat, Etc.

AGENTS:

Dingle & Stewart, Winnipeg Howe, McIntyre & Co., Montreal
Angevine & McLauchlin, St. John, N.B., Truro, N.S. and Halifax, N.S.

STILL THE TOP-NOTCHER

Without any "free deals" for grocers or premiums for customers, without any devices for pushing its sales beyond the natural demand

SHREDDED WHEAT

has shown for ten years a steady increase in sales. The supremacy of Shredded Wheat among cereal breakfast foods is unchallenged.

There is only one Shredded Wheat—the kind your customers have always bought—the kind that is steam-cooked, shredded and baked crisp and brown in little "loaves" or biscuits. It is always clean, always pure, always the same. Teach your customers how to serve it with sliced peaches or other fruits and cream—a delicious, wholesome combination for any meal in any season.

A CANADIAN FOOD FOR CANADIANS

Made by

The Canadian Shredded Wheat Company, Limited

NIAGARA FALLS, ONTARIO

Toronto Office: 49 Wellington Street East

THE GREAT INTERCHANGEABLE FIXTURE

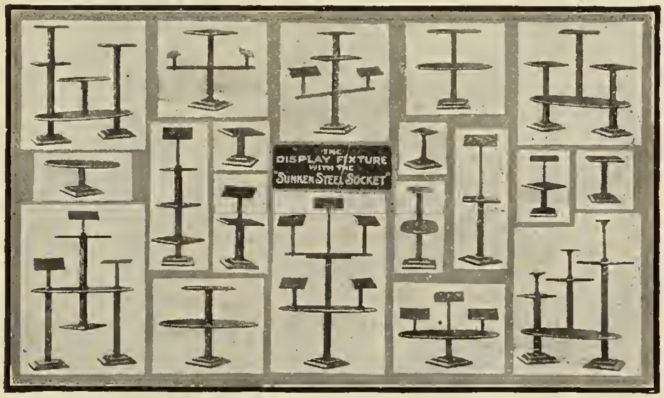
(Patented in United States and Foreign Countries)

The Fixture With "The Sunken Steel Socket"

ONKEN YOUNITS
THE
INTERCHANGEABLE
WOOD
WINDOW DISPLAY FIXTURES

There Are *No* Screws Screwing Into Wood

Sent on 30 Days' Trial (***See Note Below.***)



Some Sample Groupings Made with Set No. 20
For Grocery Store Window Trimming

Above shows in a very small way a few of the different groups and fixtures that can be made with the assortment of YOUNITS. In each case the fixtures are ABSOLUTELY RIGID and will hold all the merchandise placed on them. The fixtures are put together as you want them, either high or low or wide or narrow, in other words you put together a fixture just as you require it, and this is done very quickly, and remember you do so WITHOUT THE AID OF A TOOL; NOT EVEN A SCREW DRIVER.

There are 89 parts of YOUNITS that constitute the set No. 20 ONKEN Interchangeable Wood Window Display Fixture YOUNITS. All YOUNITS are made of thoroughly Kiln dried oak, and all metal parts are of cold rolled steel; all YOUNITS are accurately machined so they will fit right, and are interchangeable. When a number of YOUNITS are set together, they form a fixture that is positively RIGID and STRONG. With these 89 YOUNITS you can make HUNDREDS of standard and odd window display fixtures and easily more than 500 window trims, never making any two trims alike. The 89 YOUNITS are put up in a HARDWOOD HINGED-LID STORAGE CHEST. (Oiled Finish).

Set No. 20	Large enough for two windows and inside store use. 89 YOUNITS	$35.00
Set No. 20½	Large enough for one window and inside store use 50 YOUNITS	$21.00
Set No. 114	Large enough for two windows and inside store use. 152 YOUNITS	$32.50
Set No. 114½	Large enough for one window and inside store use. 88 YOUNITS	$18.50

Send for Catalog. **F.O.B., Hamilton, Ontario, Canada.**

Finish Made of select oak in three stock finishes. Weathered, Golden or Antique Oak, in a soft, mellow, waxed finish.

Storage Chest Each set is put up in a hardwood, hinged-lid storage chest (oiled finish). A place to keep the unused YOUNITS.

Book of Designs A beautiful book of photographs showing large sized trims made with ONKEN YOUNITS sent FREE with each set.

Shipments Made at Once. Every Set Guaranteed Absolutely.

Order Through Your Jobber or Direct. Satisfaction guaranteed, or you can return the set within 30 days and we will pay the return freight.

THE OSCAR ONKEN CO. 788 4th Ave., CINCINNATI, OHIO, U.S.A.

Convenient, Modern Warehousing

DOMINION WAREHOUSING CO. LIMITED
DOMINION WAREHOUSING CO. LTD

AT OTTAWA

King's Warehouse

Modern Warehouses. Fireproof. Largest business in Ottawa Valley. Low Insurance Rates.

Direct connection all railways. Tracks to the door. Convenient to steamers. Centrally located. Car distributing a specialty.

EXCISE—BOND—FREE

Write for Low Rates

DOMINION WAREHOUSING CO., LIMITED

46-52 Nicholas Street, Ottawa **J. R. ROUTH, Manager**

Mr. Dealer:

Do You Sell Oil
or
Do You Just Keep Oil?

Do you want to increase your oil sales 200% during the season, with customers satisfied as they have never been satisfied before? Do you want to increase your general business as well in a way that means better profits?

We have the Receipt.

A postal asking **HOW** will bring same to you by return mail.

Write us to-day.

CANADIAN OIL COMPANIES, LIMITED

TORONTO HALIFAX	WINNIPEG REGINA	MONTREAL CALGARY	ST. JOHN NELSON

Write the Head Office of your Province

WINDSOR

PRACTICALLY every grocer in Canada sells *Windsor* Salt, because practically every one of his customers wants it.

Windsor Table Salt is the most famous product of the most modern salt works on this continent.

Windsor Dairy Salt is regularly used by practically all prize butter-makers.

Windsor Cheese Salt is just as good in its way as the Dairy Salt—the best that money can buy.

The Canadian Salt Co., Limited
WINDSOR, ONT.

SALT

INTERESTING PRICES

New Pack Pork and Beans

Our new formulas for pork and beans, in both plain and tomato sauce, are meeting with great favor throughout the trade.

Our output in this product has been doubled during the past year due to the excellence of quality.

Let us have your enquiries for all lines of canned goods. We have a good assortment to offer and can quote lowest prices. Our goods are packed under the Sirdar and Kitchener Brands.

We are able to quote far lower prices than our competitors, and it will be to your interest to write us for prices on all sizes of Pork and Beans. You can increase your profits in this line.

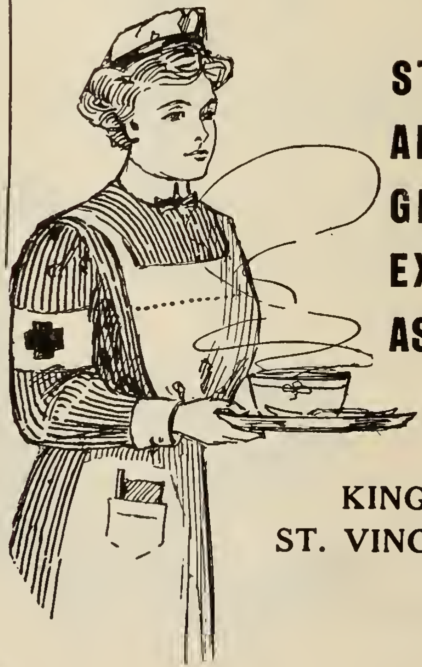
Oshawa Canning Co.
Limited
Oshawa, Ontario

FOR MANY PURPOSES

ST. VINCENT ARROWROOT has a large variety of uses in the household, also in biscuit and confectionery factories, where this wholesome food has been found a very desirable ingredient in biscuits and chocolates. It has been proven that the public favor the products which contain this food.

It makes an ideal breakfast and is the ideal diet for children and adults, and is a boon to the invalid. It also makes a dainty dessert, is healthful and nutritious.

Wherever introduced it has become immediately popular with an ever-widening circle of users. The demand has always exceeded the supply. We are offering enlarged supply to meet the growing demand. There's money in it for the wide-awake dealer.



ST. VINCENT ARROWROOT GROWERS' & EXPORTERS' ASSOCIATION

KINGSTOWN
ST. VINCENT, B.W.I.

"SALADA" TEA **Famous for Quality** "SALADA" TEA

"SALADA"

is tea in all its native purity and garden freshness. For twenty-one years its high standard of quality has been consistently, unswervingly maintained.

A tea that does credit to your recommendation.

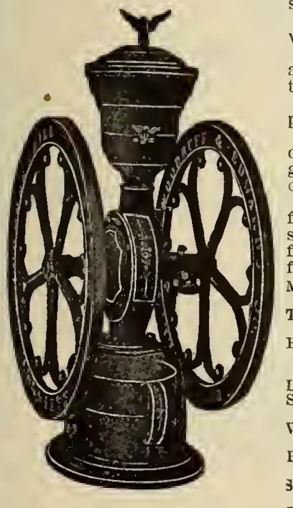
"SALADA"

LONDON, ENG.	BUFFALO	NEW YORK	TORONTO	MONTREAL	BOSTON	CHICAGO	DETROIT
41 Eastcheap	11 Terrace	198 W. Broadway	32 Yonge St.	St. Paul St.	34-35 S. Market St.	361 N. River St.	Shelby Block

Branches also in Pittsburg and Philadelphia

ASK YOUR JOBBER

About Elgin National Coffee Mills—



They are made in all styles and sizes to suit every requirement.

They are built to withstand the wear of daily service.

They grind quickly, noiselessly and with least effort on the part of the operator.

The larger sizes will grind 3½ pounds of coffee per minute.

Equipped with a special adjusting device to regulate the size of the grains while the machine is in operation.

There are many more distinctive features of the Elgin which you should find out about. Any of the following jobbers will supply the information and the mills:—

MONTREAL—The Canadian Fairbanks Co. (and branches).
TORONTO—Eby, Blain, Ltd.; R. B. Hayboe & Co.
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPberson, Glassco & Co.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour & Co.: Dearborn & Co.
WINNIPEG—Blue Ribbon, Limited (and branches); the Codville Co. (and branches).
REGINA, Sask.—Campbell, Wilson & Stratbdee, Ltd.
SASKATOON—Campbell, Wilson & Adams, Ltd.
EDMONTON, Alta.—The A. MacDonald Co.
CALGARY—Campbell, Wilson & Horne. Ltd., and P. D. McLaren, Ltd.
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelly, Douglas Co., Ltd.; Empress Manufacturing Co.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL.. U.S.A.

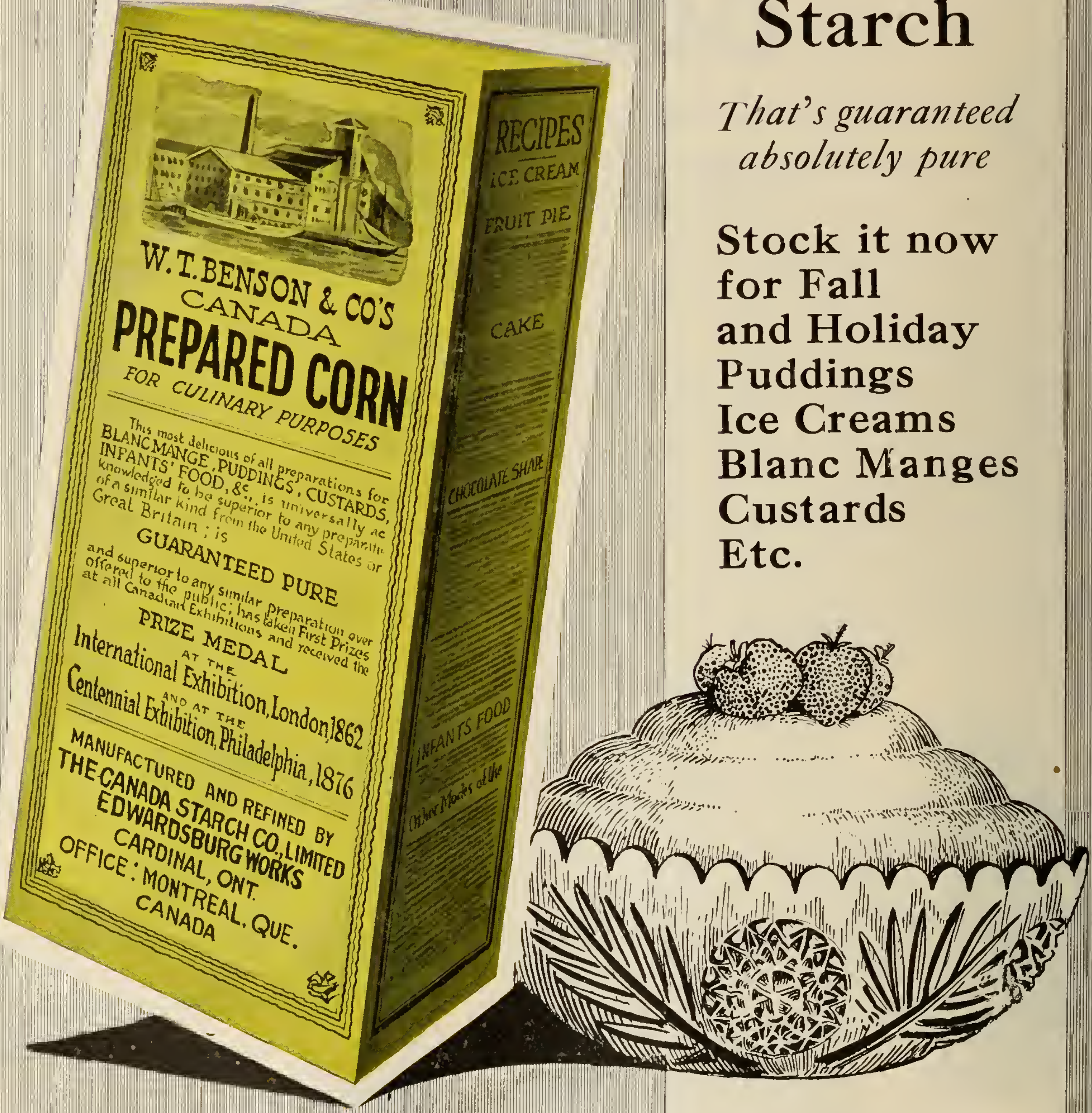
What can be more convincing than a good reputation gained and retained during 150 years of successful trading.

PURNELL'S

Malt Vinegar, Sauces and Pickles have been appreciated all this time and are always in the vanguard for quality and excellence

Agents everywhere.

Purnell & Panter Limited
BRISTOL, ENGLAND


W. T. BENSON & CO'S
CANADA
PREPARED CORN
FOR CULINARY PURPOSES
This most delicious of all preparations for BLANCMANGE, PUDDINGS, CUSTARDS, INFANTS' FOOD, &c., is universally acknowledged to be superior to any preparation of a similar kind from the United States or Great Britain; is
GUARANTEED PURE
and superior to any similar preparation ever offered to the public; has taken First Prizes at all Canadian Exhibitions and received the
PRIZE MEDAL
AT THE
International Exhibition, London, 1862
AND AT THE
Centennial Exhibition, Philadelphia, 1876
MANUFACTURED AND REFINED BY
THE CANADA STARCH CO., LIMITED
EDWARDSBURG WORKS
CARDINAL, ONT.
OFFICE: MONTREAL, QUE.
CANADA
RECIPES
ICE CREAM
FRUIT PIE
CAKE
CHOCOLATE SHAPE
INFANTS FOOD

The Corn Starch

That's guaranteed absolutely pure

Stock it now for Fall and Holiday

Puddings
Ice Creams
Blanc Manges
Custards
Etc.

CANADIAN GROCER

FALL CAMPAIGN NUMBER

OCTOBER 10, 1913

The CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto. Atabek, London, Eng.

OFFICES:

CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building. Telephone Main 1255. O. S. Johnston
Toronto—143-149 University Ave. Telephone Main 7324.
Winnipeg—34 Royal Bank Building. Phone Garry 2313.
Vancouver, B.C.—2649 Third Ave. West, H. Hodgson.

UNITED STATES—

New York—R. B. Huestis, 115 Broadway, New York. Telephone 8971 Rector.
Chicago—A. H. Byrne, 140 South Dearborn Street, Room 607. Phone Rand 3234
Boston—C. L. Morton, Room 643, Old South Bldg. Phone Main 1024.

GREAT BRITAIN—

London—88 Fleet St., E.C. Telephone Central 12960. E. J. Dodd.

Subscription: Canada, $2.00; United States, $2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, OCTOBER 10, 1913

PRACTICAL SIDE OF THIS ISSUE.

RETAIL GROCERS are approaching what is generally conceded the best selling time of the whole year. Down through the ages the Christmas season has been held as a time of home gathering and feasting, and there are no indications of any change. Crops have been good and trade from now until the New Year is bound to be active.

This, the Annual Fall Campaign Number of The Canadian Grocer, deals particularly with the sales of fall, Christmas and winter goods. Suggestions from men in harness in every province have been given us. They have meant money and reputation to those who have adopted them and they are open for the consideration of every reader of this paper.

For a good many years now we have been issuing this Fall Number. It has become a feature just as regular to every reader as any other issue of the year. We believe the trade will find this particular number the most practical that has ever been placed before them. The facilities of the editorial staff for securing first hand information from good Canadian dealers are increased from year to year and this year we have been particularly fortunate in getting some of the best available interior and window displays and system forms. There are, too, scores of other bright, practical, selling ideas from men in the trade, many of which will be found valuable.

The suggestion is offered that each reader allot a certain amount of time to the study of both the ideas of their fellow merchants and the advertisements of the many lines they stock on their shelves. It will be worth while.

BRINGING IN THE SHEAVES.

C. W. JEFFREYS has become one of the best known of Canadian artists and it is doubtful if he has ever done work more typical and true to life than the series of Canadian scenes which he has painted for the front covers of the special numbers of The Canadian Grocer. In these pictures, Mr. Jeffreys has been giving scenes of Western Life, striking pages from the book of an almost miraculous national development. Readers of The Canadian Grocer will remember them all. Many will have them all framed or preserved, so that it will not be necessary to enumerate any of the phases of Canadian life which have been treated in the past. With the present number, another typical Western scene is presented, a worthy addition to the series and, in some respects, the best of them all.

"Bringing in the sheaves," is the title which would probably best fit this picture. It represents a centre for grain storage in the Fall of the year when the Western farmer brings in the result of his year's toil. The scene is distinctly typical—oxen, horses and traction engines mingled together, all on the same errand and representing as it were, the past, present and future of agricultural transportation methods. There is an atmosphere of bustle and confusion and over it all one seems to see optimism radiating from every line—the cheerfulness which must pervade such a scene, where men join in the culmination of a successful year's work.

The picture is particularly appropriate for the present year, when the crops have been so good and, further, when good crops are so necessary. The scene that Mr. Jeffreys has so graphically depicted has been enacted around all grain elevators this fall; and with the storage of the grain there has begun a new era of prosperity.

◆

STANDARD OF LIVING ADVANCING.

LUXURIES of yesterday are necessities of to-day. Any grocer who has been in business for the past twenty or thirty years will substantiate that. John McKerchar, a Winnipeg grocer for some thirty-two years, points to this fact in an article in this issue.

Because former luxuries are now considered necessities, we have proof of the advance in the standard of goods sold in recent years.

The standard of living in the wealthy and average home has greatly increased and is increasing. The retail trade would do well to remember this.

Highest quality and purity in foodstuffs is being demanded and the dealer who keeps well abreast of the times will generally be the one who will attain the greatest success. Things that not so long ago were considered luxuries only to be sought by the wealthy—and then only in small quantities—are to-day on almost every man's table. On these goods the dealer makes a substantial margin and no one will say he doesn't need to balance up the bare living margins on some of the every-day staples.

Mr. McKerchar speaks a truism when he says living standards have greatly increased and it is undoubtedly to this cause that much of the so-called "high cost of living" is due.

◆

THE OPERATION OF A BIG STORE.

IN this issue there appears at some length an account of the methods in salesmanship, bookkeeping, and other points of the internal working of the Barnsdale Trading Co., of Stratford, Ont., that will repay at least a reading. This institution, for such it undoubtedly is, has been built up in a period of nearly 50 years by a man of considerable inventive genius, with almost a passion for making out and maintaining a system that is definite in its results and in a great many respects right up to the minute in its operation. The very association of departments is novel: groceries, provisions, bread and cakes (baked on the premises) with patent medicines, toilet requisites, and such articles commonly styled "hardware," as are used in a kitchen and may be supposed to attract the attention of every purchaser of groceries. Among the other special features of this store are a particularly good provisions department; three cash registers; computing scales; a passageway for goods to be delivered; a book for recording all delivery parcels; a weekly record of all butter customers and the brands they prefer; large warehouses in the rear run by one man; reserve stock compartments upstairs; electric coffee grinder and currant cleaner in the basement; and a bookkeeping system that enables the proprietor to know to a cent the amount of credit on his books at the end of every day; the amount of cash and credit sales daily; the separate sales of each clerk; a separate invoice book; and a separate envelope for each credit account.

The article is surely worth more than a passing consideration.

◆

THE CHRISTMAS WINDOW CONTEST.

A BIG feature has been made in this issue of window display. There are several fall and Christmas goods displays of high merit and from which every reader will be able to secure valuable suggestions according to his tastes.

Those displays which took the prizes in the 1912 Christmas contest are reproduced together with descriptions of same. In this connection Canadian Grocer desires to announce for the first time our 1913 Christmas Window Dressing Competition. This will be similar to that of past years so far as conditions, judging and prizes are concerned.

The contest will be open to dealers and their clerks in Canada and Newfoundland. Displays must contain Christmas goods and must be mailed not later than December 31. The judges will be asked to consider the various windows entered from the standpoints of Selling Power, Attractiveness and Originality, in the order mentioned. There will be two classes—Class 1 and 2. Class 1 will include all cities above 10,000 population and Class 2 centres under that number.

The Prizes will be $5, $3 and $2 in each class, making a total of $20.

Let everyone come in on this contest. There is nothing to be lost and much to be gained. Decide now to enter one or more of your Christmas displays.

POWER OF SERVICE IN SELLING.

REAL Salesmanship in the store must not be conflicted with simply selling extra goods to a customer. A good sale may be absolutely offset so far as permanent patronage is concerned by a careless delivery service, improper parcelling or by errors in the class of goods sent to the customer.

Every man in business must not overlook that old proverb about the chain and its weakest link. All the salesmanship on earth will not counteract daily errors in delivery, broken parcels, tainted goods, mistakes in rendering accounts or discourteous treatment on the part of certain employees.

Real salesmanship includes good service. Good service can only be rendered by an all-round efficient staff. Hiring a clerk one day and firing him the next, or keeping a delivery man for a week, will not tend to the giving of the service customers appreciate. To-day the head of a business must be a teacher. He must build up an efficient staff by instruction through long service.

A good example of this is shown in The Duff Store, Hamilton, Ont. One of the chief aims of the manager is to train men in the service of the store. This he maintains provides for an efficient staff at all times. When one steps down there is another to take his place who is familiar with the customers and the internal operations of the store.

Real Salesmanship is the evolution of teaching and training, of a system that eliminates cause for complaints, and of being able to sell goods that will give absolute satisfaction.

◆

INTENSIVE SALESMANSHIP.

INTENSIVE Agriculture is the making of two blades of grass grow where there was only one before. Intensive Salesmanship is making two sales when only one might have been.

The farmer who doubles the production of a piece of land must concentrate his efforts on it. He must study his soil and his seed, his cultivation and his reaping. Likewise the man behind the counter must concentrate on the goods he has to offer and the people who come to purchase them. He must know his goods and his customers, otherwise he is likely to stumble in attempting the extra sale. Intensive salesmanship therefore demands study to become familiar with the goods; it demands concentration on one's business when the customer calls; and it demands a study of the needs and requirements of that customer.

The salesman who makes two blades of grass grow where there was but one before is not discourteous or easily ruffled. He is not the man who doesn't know the difference in quality of two articles. Neither is he the one who will take a chance on sacrificing his reputation to make an extra sale.

Last but not least, intensive salesmanship is not price cutting, for price cutting is a sign of weakness in one's capacity to make a sale at the legitimate price. Salesmanship is selling produce at a profit. Intensive Salesmanship carries this idea a step further and sells something beyond the actual demand at a profit.

◆

Thanksgiving is but a week distant and there are only 63 more shopping days before Christmas.

• • •

Take a rapid retrospect of amount of business done during past nine months. If it does not come up to expectations remember there are three more months in 1913.

THE WESTERN OUTLOOK.

Written for Canadian Grocer by George H. Measham, Market Editor, Winnipeg Telegram.

"The Canadian West has given us the best wheat crop the world has ever seen and there is a general disposition among all classes to pay their debts," so said Sir Edmund Walker, president of the Canadian Bank of Commerce recently.

Sir Edmund is correctly informed as to both statements. The West has a remarkable crop this year. Large in amount, but remarkable rather for quality. The great movement is now well under way and never has a crop graded as high as this is doing. From eighty to ninety per cent. of the wheat has been of contract grade and some seventy-five per cent. No. 1 Northern. This is a remarkable showing and means a crop much above ordinary in money value.

There are many who maintain that before next May the demand for first class milling wheat will be so urgent from Minneapolis, that any countervailing duties will have to go by the board to satisfy it. Reason for this view is that the spring wheat crop of the North-western States is short and has been saved in poor condition, little of it being fit for storage.

The Montreal Star's view of the financial situation. The money tightness may be a blessing in disguise.

There is also a good export demand from Europe and the splendid quality of the Western hard wheat will cause it to be eagerly sought by foreign millers.

As regards the debts of the West. They are not as heavy as usual. Widespread alarm early in the year caused a great tightening of credit and a general conservatism in both buying and selling. As a matter of fact savings deposits on the whole have increased for people anticipated money stringency and prepared for it. With the exceptionally early movement of the crop there is little fear of the November settlements not being well provided for and this done there should be plenty of change circulating in December.

Sir Edmund says that people are anxious to pay their debts. It is to be hoped that they will not display an anxiety later to run into debt, a fault that Westerners are rather inclined to commit.

Grain prices are not as high as we would like to see them; neither must we expect them to go much higher for the present for the world is well supplied with wheat and the vast bulk of daily receipts exerts a bearish influence. On the other hand there is nothing to indicate a serious decline. It is significant that Americans have been for some time active buyers of our May wheat. This would bear out my former statement in reference to the spring market.

To sum up I can see good times ahead if people generally do not get intoxicated with present successes and push their credits too far.

❖

MARSHALL FIELD MOTTOS.

An Eastern Ontario retail merchant who recently visited the big Marshall Field store in Chicago, tells us that the great feature from a selling standpoint is the quality of the goods offered and the quality of the service rendered. Walking through it, one, he declares, is struck with the intelligent looking and well dressed salesmen and salesladies who appear to anticipate a person's wants as well as the amount of money he has to spend. The moment a prospective customer is observed, an intelligent effort is made to sell him to the limit of his spending capacity.

The fact that Field's place great dependence in quality in every department and that they have a competent salesforce to give the service they know is appreciated, is significant.

Tennyson says that "self knowledge, self reverence, self control—these three alone lead life to sovereign power." This immortal saying might be fairly reconstructed to fit the case of the progressive merchant: "quality goods, competent salesmen, and intelligent service—these three alone lead on to retail power."

Each salesman too, might well be equipped with the three essentials named by our former Poet-Laureate.

❖

EDITORIAL NOTES.

The successful grocer is the one whose net profits increase from year to year.

* * *

Increase in turnover without a corresponding increase in net profits, indicates that something is wrong.

* * *

Business building is defined by Sheldon as the securing of permanent and profitable patronage. That fits the bill nicely.

* * *

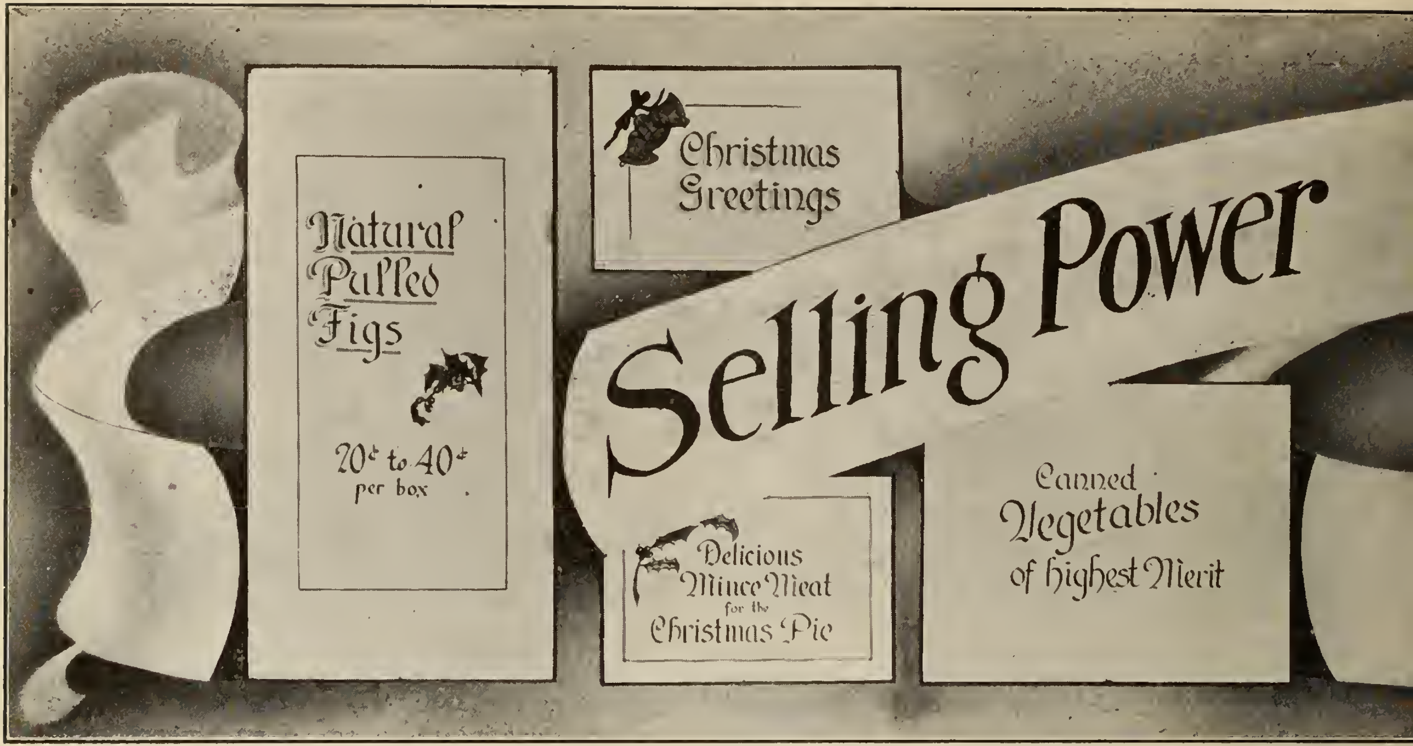
A big item in the fall and Christmas trade is flour. Here is one prominent article where quality counts a great deal.

* * *

The eagle is apt to lose its position as the national bird of the United States. The hen is after the honor. At any rate she produces millions more than the eagle.

* * *

Selling a man a thing he does not want is not good salesmanship. But when you make him want the thing by showing him he needs it, salesmanship is introduced.


Natural Pulled Figs
20¢ to 40¢ per box
Christmas Greetings
Selling Power
Delicious Mince Meat for the Christmas Pie
Canned Vegetables of highest Merit

Written for The Canadian Grocer

CARDWRITING to-day is more than an art; it embodies the science of salesmanship. While the artistic display and neat execution of the show card and price ticket are very important, the story that is told, the suggestion given is just as important for in it lies the selling power of the card. In it lies the real advertising value of the card.

The Message Conveyed.

Though a card may be extremely cleverly executed, its value is not apparent unless it conveys a message of interest to the person reading it. The card must do more than arrest attention; it must hold it until some impression is made on the brain that will give birth to results. If for example the eye of the passer by were caught by a showcard reading like this: ''Figs 20c to 40c per box,'' do you think it would leave as good an impression and be as liable to bring results as if the card read ''Natural Pulled Figs 20c to 40c per box.'' In the first place Figs mean anything from the cheap cooking figs to the very finest pulled variety, while Natural Pulled tells a story of real interest.

The prices as they are quoted in this card, while they are not specific, leave the impression that there are several sizes of boxes or perchance qualities of goods from which the reader of the card may select the size or grade best suited to his or her particular requirements.

Power in a Name.

Note the card on the opposite side of the page, ''Finest Patras Currants—The New Crop.'' Now while the writer is free to admit the fact that not one woman or man in one hundred knows that a very fine grade of Currants comes from the Port of Patras (if they ever learned this at school they undoubtedly have forgotten it), there is something about that name being there that adds quality, for common horse sense reasons that no man is going to put that name on a card advertising his Currants unless it really is a point in their favor. ''Finest'' helps to suggest still further that the goods are of merit, and ''The New Crop'' has freshness written all over it. This card should bring results in sales.

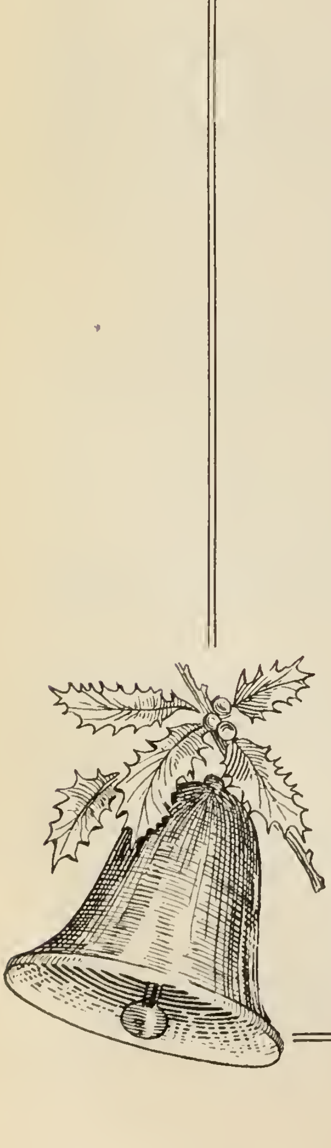
A Plain Strong Statement.

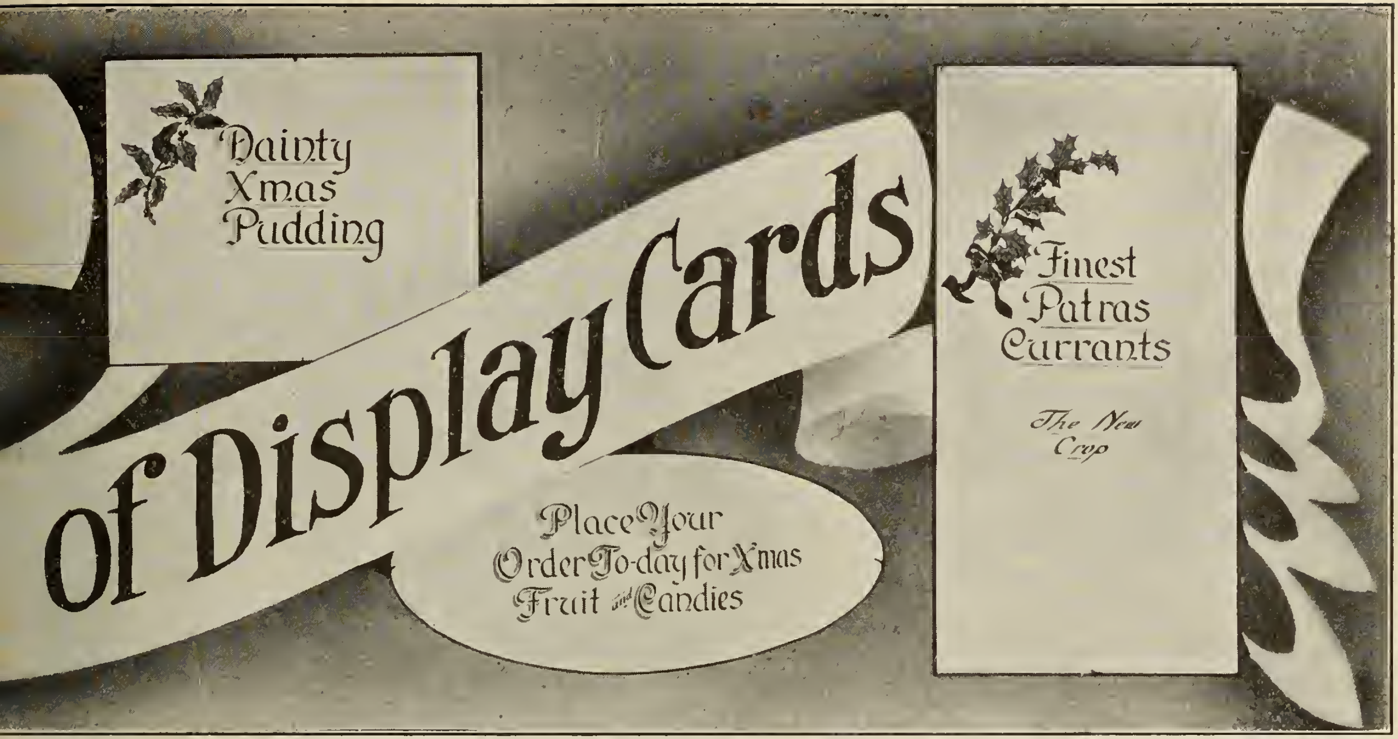
The card with the plain strong statement is sure to appeal to the sensible thinking person now-a-days. It carries weight that the boisterous ''lie-on-the-face-of-it'' variety does not. The card advertising vegetables as shown above is so simple in design that it cannot be missed. The statement is not loud, but has the ring of truth about it—''Canned vegetables of highest merit.''

It means just what the average person sees in it—quality goods, canned properly, finest flavor—just what the public are demanding.

Labor Saving Appeal.

At certain times of the year women are busier than at others, and at Christmas or rather previous to it, every hour saved is appreciated. Place yourself in the thrifty housewife's shoes for one moment and think of the hours' work that is necessary in the making of Mince Meat and Christmas Pudding—hours and hours of hard work





By O. E. Edwards, with Robert Simpson Co., Toronto

just at the time she is needing every spare moment in preparing and gathering together the many little remembrances for her friends.

All of a sudden she runs across these two holly decorated signs, "Delicious Mince Meat for the Christmas Pie," and "Dainty Christmas Pudding"—an idea strikes her —I wonder if I couldn't buy these and save time and money. The next thought is, what is the price?; in she goes to ask the price. The sale then rests with the salesman and the card has done its duty. It has performed its share in the making of the sale.

No Card Should Satisfy.

There are only a few cases where a show card should tell a story complete. The satisfying of a would-be customer's curiosity does not always mean a sale, more often it means no sale. When writing a show card no one should bear in mind that a card is an inanimate bit of cardboard and can only tell what you put on it.

It should only tell enough to arouse the natural desire for more information which is only obtainable by stepping inside and getting it from a salesman, who, if he is a salesman, will close the sale.

The "Early-Buying" Card.

The same old story and in the same old way—**Buy Early.** The oval card "Place Your Order To-day for Xmas Fruits and Candies" should be placed on view early in the game as a reminder that early buying is always best.

Though it does not say so in as many words, yet there is an implied suggestion that is quite apparent, and is very liable to prove a selling power.

The Good Will Card.

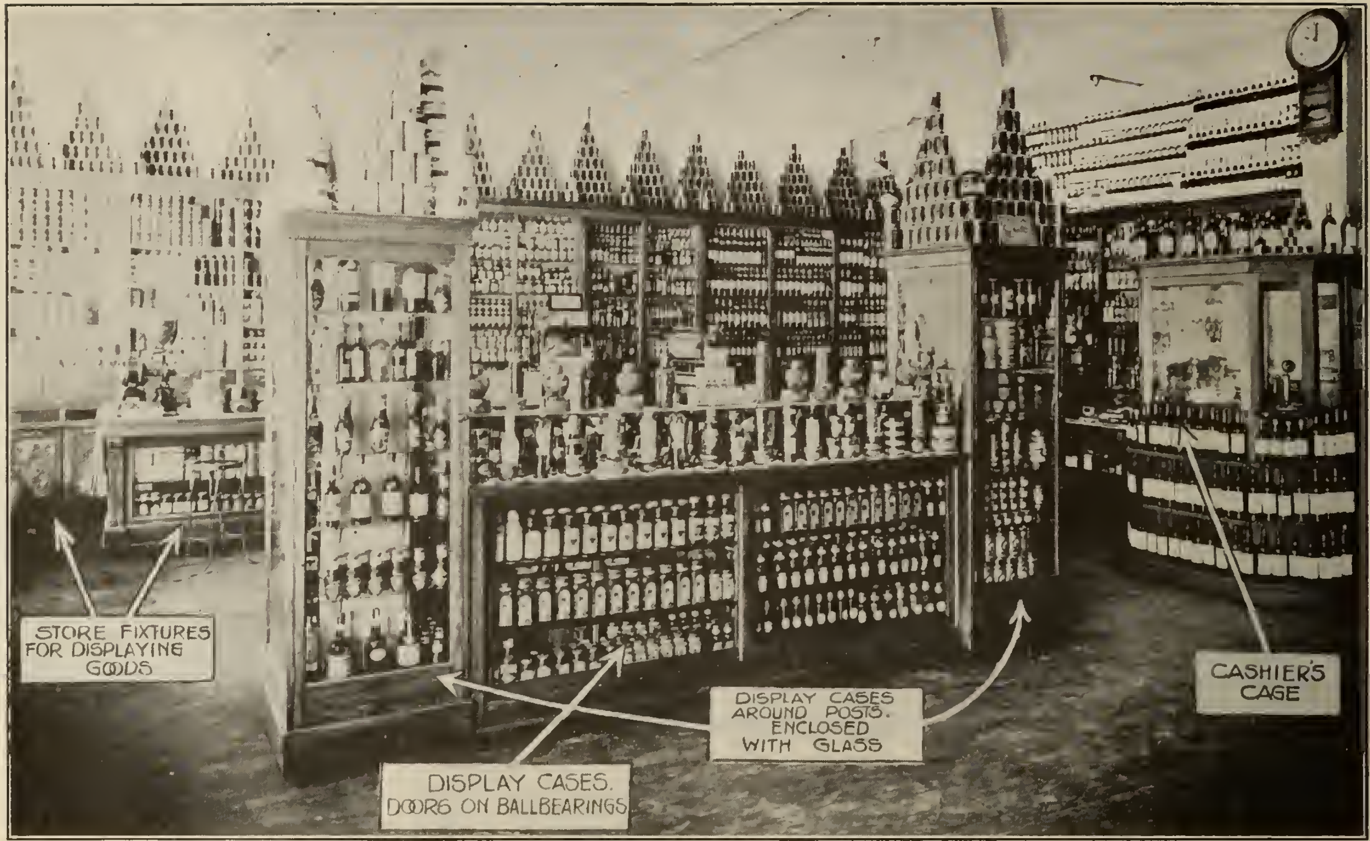
A cold stern thing is a showcard inscription—a thing that lacks the warm feeling of good fellowship, yet the "Christmas Greeting" Card has a sort of "Welcome Home" effect on the public. It serves as a constant reminder of the Christmas morning, bright with its happy romping children, its warm glowing fireside, its good cheer. It unconsciously stirs up a little spark of goodwill and perchance brings to the passer's mind a little favor some one has given him or her which should be repaid with a little remembrance.

Selling Power in cardwriting must be studied, for it is a science—a science worth while, too. It means sales and profit.

Should Conform to Season.

The Cards shown above, while most of them are decorated with symbols of Christmas, such as holly and bells, may be made to apply to any season by changing the decoration to something in keeping with the occasion or time of the year.

If a Thanksgiving Vegetable Card is needed an appropriate design of pumpkins or corn could be used as a decoration. The same applies to the currant or fig cards. The decoration should always conform to the season or occasion. Clippings from magazines, catalogs, etc., can be used to very good advantage for this purpose. Simply paste them on, and work them into the general design of the card.


STORE FIXTURES FOR DISPLAYING GOODS
DISPLAY CASES. DOORS ON BALLBEARINGS
DISPLAY CASES AROUND POSTS. ENCLOSED WITH GLASS
CASHIER'S CAGE

This photograph shows one side of the interior of the Royal George Grocery, Montreal. Practically all display cases are built in, thus forming part of the store. Neatness and cleanliness are two striking features.

Effect of Store Appearance on the Customer

Manager of Montreal Store Maintains That Class of Customer Depends on How the Store Looks—Good Equipment Necessary for Good Trade—Fixtures in the Royal George Grocery—Order Reigns in Cellar and Warehouse.

"Store appearance counts for everything," states J. N. Breton, manager of the Royal George Grocery, 223 Bernard St., W., Montreal. "The average customer of to-day is not satisfied with buying in a dingy looking store where everything is piled up in a heterogeneous mass, but demands a store fitted with up-to-date equipment and kept in a clean orderly manner. Especially is this true in a fine residential district such as that in which we are here situated. The people have the money. They demand the best goods, they demand the best service, and they demand all from a respectable looking up-to-date store."

Their Efforts to Attract.

The Royal George Grocery, the new branch store of the Park Provision Co., Ltd., has been in operation only since December 5 last. In looking over it, Mr. Breton called special attention to the neatness of the fixtures, particularly with a view to display of goods. "Many of our goods shown," he stated, "are shown behind glass. Those display fixtures round the posts in the centre of the store, and also that running between the two posts are built right in, forming a part of the store. Wherever doors slide, we have them on ball bearings, so that no occasion arises for swearing at a door that sticks. Then, too, we think we have pretty fine fixtures in the way of bins. The whole idea is of course to display goods and at the same time keep them apart from the dust of the store."

Especially in the confectionery department, which belongs not to the Park Provision Co., but is under the name of Koppel, is the wall case found satisfactory. Dusting is a mere trifle, and box goods may be kept looking clean and fresh for a much longer time.

Displays Changed Frequently.

"All case and counter displays," states Mr. Breton, "are changed every week. We allow no display to run so long that customers consider it not worth looking at."

Warehouse Divided Into Sections.

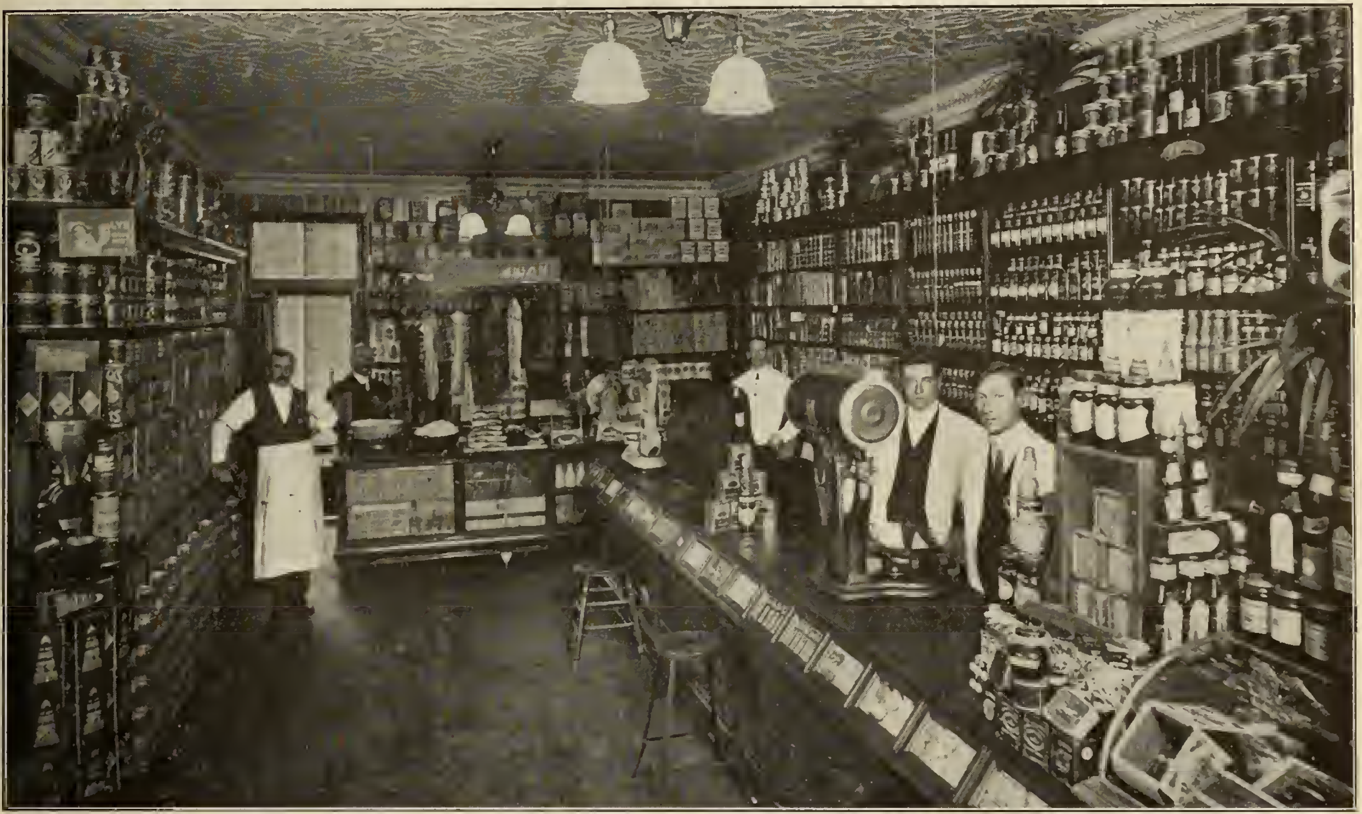
The rear of the store, and cellar are all laid off in separate sections for different lines of goods. For example a certain section of shelving is given over to soaps, lye, ammonia powders, etc., i. e., to all "wash goods." Another section is for teas, another for canned goods, another for soft drinks. A special rack is built over the cellar stairway for brooms and so on. Stocks of all these lines are kept in the cellar. The idea, according to Mr. Breton, is to have everything in order and right at hand, and at the same time not to give the store the appearance of a warehouse. In the store proper, these goods are shown only in special displays, but as the store is well provided with silent salesmen, counter display cases, etc., almost all are shown in one way or other at all times.

Care On the Money End.

Practically all business is done on a cash-at-once or cash-once-a-week basis. Where accounts run weekly, orders follow right along on the one bill, and on Saturday the bill is presented for payment. "I'd sooner do less business this way, than worry over collections," stated Mr. Breton. "If you look through my books you'll find only about two dozen names altogether, and in these cases credit is given by special arrangement only."

Modern Fixtures Making Attractive Interiors

Value of the Pivoted Bin Fixtures for Displaying Samples — Relieves the Necessity of Having so Many Boxes and Cases About the Store—System Used by Hamilton Dealer in Keeping Down Outstanding Debts.



In the J. W. Bowman Store, Hamilton, Ont., much attention is given to interior arrangement. Note the counter displays of goods, the display refrigerator at the rear and the well filled shelving.

ON going into the store of J. W. Bowman, King St., E., Hamilton, Ont., one is first struck with the great amount of goods on display and yet there is no floor crowding. The reason for this is due to the use of handsome fixtures including patented pivoted bins, a display refrigerator, a counter show case some counter displays and attractive shelf arrangement of canned, bottled and package goods.

The picture shown here illustrates all these features with the exception of the pivoted receptacles for spices, dried fruits, etc., behind the counter. These can be distinctly seen by every customer and with the display of fancy biscuit samples at the front of the counter, helps along sales considerably, states Mr. Bowman.

Making "Boosters" From Customers.

"Our satisfied customers are the best advertisement," reads a little motto hanging on a shelf behind the counter. That is Mr. Bowman's aim—to satisfy his customers. Besides the bin fixtures, he has the neat-looking display-front refrigerator with the compartment for the ice which keeps the butter, milk, eggs, etc., in good condition in warm weather. He has the cheese cutter, the meat slicer, the computing scale, the account register, coffee mill driven by electricity, electric fan, an auto delivery, obliging salesmen, and back of that he stocks goods that he can depend on and which he is sure will satisfy his customers.

Mr. Bowman was formerly in business in Welland, Ont., having a couple of months ago taken over the present business from Mr. Marshall.

Holding Down Credits.

One piece of equipment in which he is interested is the account register. This may be seen on the counter between the two computing scales. A separate book is kept, arranged alphabetically, for each customer and credits carefully watched. When a customer who is at all doubtful inquires for credit, Mr. Bowman has a "credit card," which he fills out with needful information. The name, address, where employed, income, formerly dealt with, etc., etc., are all placed on the card. At the bottom is a line for "Credit Limit," which is agreed on at the time the customer applies for credit. This card is placed by the customer's counter check book so that it is always handy when a new order is taken. As soon as the "Credit Limit" has been reached, the card is reversed and placed in front of the counter check book. On the reverse side are the words "Credit Limit," "Name ————;" and "No Sale." This means that the clerks must not overrun the credit limit, whatever it may be. No sale is allowed to be made.

The clerk must inform the customer, politely of course, that the limit of her credit has been reached and that he could not very well let any more goods out on credit until he has spoken to the proprietor.

Mr. Bowman says this is a most effective plan to keep credits within proper limits, and although occasionally some losses occur, they are sure to be small.

Fall Goods Display to Come.

Canadian Grocer has also an attractive window display from this store, dressed by T. W. Yocom, who is seen behind the counter to the right in the picture. This is trimmed with fall goods and will be reproduced in the near future. Mr. Bowman is standing on the left hand side.

Attractive Window Display of Fall Selling Goods

Bright Young Ingersoll Clerk Shows Imagination and Ability in Constructing a Clever Trim—Cereals, Canned Meats and Vegetables and Bottled Goods Neatly Arranged Among Stocks of Corn, Wheat, Oats, Animals and Birds—A Description of the Trim.

Written for Canadian Grocer by Bruce McDougall.

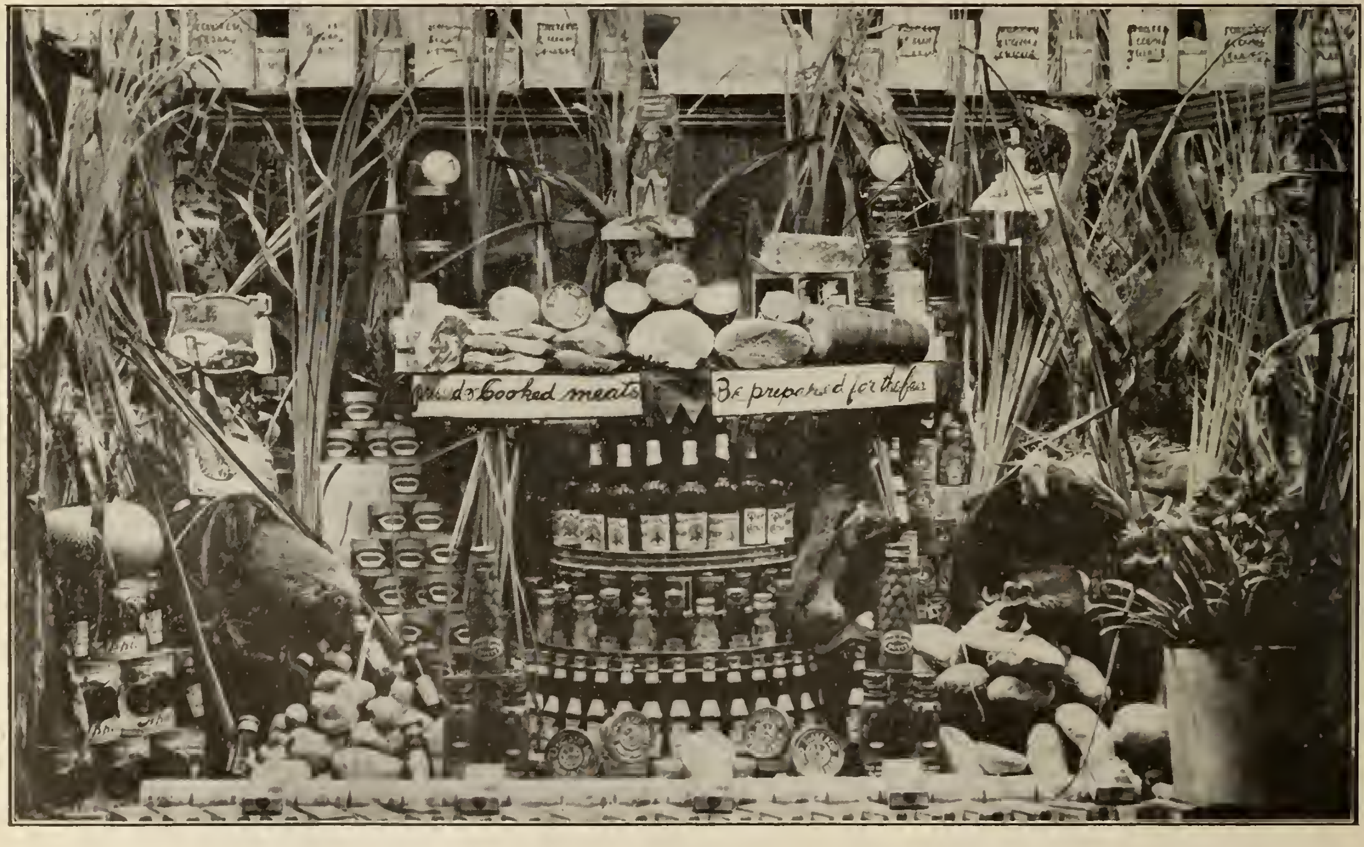
IN constructing a window display that will sell goods, one must first produce something that's going to attract the attention of the passerby. Unless that is accomplished it seems to me there is something lacking.

In this display you will notice stocks of corn, wheat and oats, animals and birds. These are suitable auxiliaries to a fall goods window and they are all united more or less to the different varieties of goods shown. For instance the stocks of corn are connected with the display of cornflakes. Shocks of wheat and oats suggest the finished product in other cereals such as wheat cereals and rolled oats both of which are shown in the display.

The animals and birds suggest the fall season as do also the grains already mentioned. All these things at their proper time help to make a window a very interesting and instructive spot for both young and old, and it seems to me the advertising value of it is shown in both direct and permanent results.

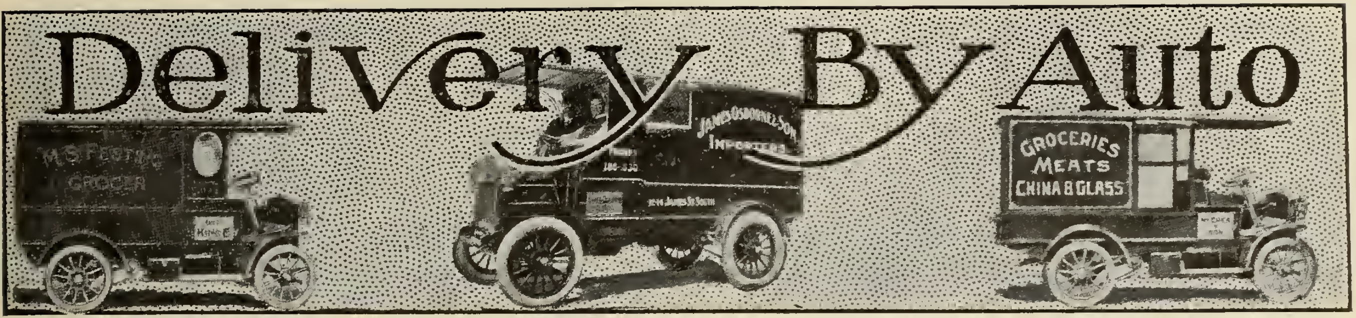
Tiers of bottled goods may be seen in the centre of the display. On either side of these are pyramids of canned goods. In front are canned and packaged vegetables which are good sellers in the fall season. Above the bottled goods I built a half circle which makes a good setting for meats and fresh vegetables. This together with the small animals appearing in their native haunts, not only proved an attraction but an effective selling arrangement. One of the animals included a coon coming from its lair and eating a cob of corn. Coons are always associated with a cornfield and therefore with the autumn of the year.

I have always taken a deep interest in this window display problem because I believe there is no better selling help. It seems to me that every young salesman in the store can accomplish good results in display work by persevering. Every time a window is dressed something new is learned and it is by practice and plugging along that the good selling and attractive displays are eventually secured.



Top cut shows Bruce McDougall, of F. McDougall, Ingersoll, Ont., and the bottom the Fall Goods Window he recently showed. This display presents a clever piece of work on part of this young trimmer.

Delivery By Auto



During the past couple of years there have been a great many changes in the methods of delivery from the horse and waggon system to that of the automobile An Eastern Ontario merchant who spent a couple of weeks in September in Aurora, Ill., and Detroit, Mich., stated to The Canadian Grocer that the horse was much in the minority so far as all kinds of work was concerned in these two cities. Across the line in many cities, he said, the horse will apparently soon be as scarce as oxen in Montreal or Toronto. Is the contagion spreading to Canada? Is the horse on the toboggan slide here? Few would scarcely yet answer this in the affimative, but it is certain the auto is here to stay.

Those who are considering the purchase of an auto delivery will be interested in what the grocers quoted on this page have to say.—The Editor.

HAMILTON retailers appear to have taken kindly to the motor delivery system.

In one afternoon a Canadian Grocer representative ran across three grocers in the Ambitious City now using this system, all of whom like it. They were Jas. Osborne & Son, James St., and M. S. Festing, and J. W. Bowman, of King St., East.

Mr. Osborne while he believes the new system to be a good one would not express an opinion just yet as to cost of maintenance as he has not had his motor very long and feels he cannot yet speak with authority. He uses his auto chiefly for his Mountain and Beach trade, which include the long hauls.

Good on Heavy Work.

For the heavier work and long hauls the automobile delivery of J. W. Bowman, is equal to three horses and wagons. This at any rate is his version of it after a trial of the new system. He has a 1,500 lb. truck which will climb the famous Hamilton mountain at a good rate of speed and he is very much pleased with the venture.

When a merchant considers the purchase of an automobile for delivery, he is naturally much interested in the cost of maintenance. On this point Mr. Bowman states his experience is that the motor truck can be maintained at much less expense than even one horse and wagon.

"My experience," he remarked to The Canadian Grocer, "is that a horse and wagon costs from $200 to $226 to maintain every year. By the time you purchase hay and oats for the horse, have him shod, and his illness occasionally attended to, and at the same time keep the harness and wagon in good repair, you cannot get out of it without paying more than $200 at the lowest.

"In the last month," he added, "the only outlay on my motor truck has been for some 10 gallons of gasoline. In fact I figure that if a machine is given careful attention and kept well oiled, the maintenance will not run above $100 in a year. You, therefore, save $125 over one horse. But you must keep the machinery well oiled. Oil is much cheaper than the parts."

Delivers More Rapidly.

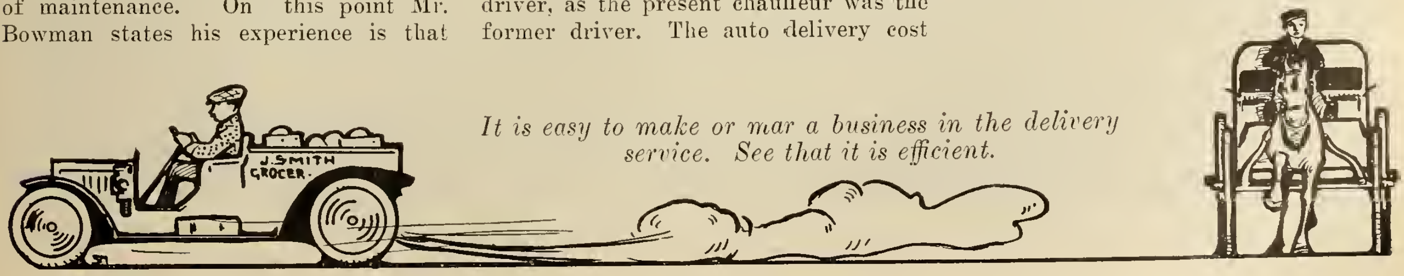
Mr. Bowman further stated that before he purchased the motor system, the horse and wagon required a half day at the least to carry the Mountain orders. Now the auto leaves at about 3 o'clock and is back again at five. It has cost him no more for a chauffeur than for a driver, as the present chauffeur was the former driver. The auto delivery cost him $1,500 in the first place and he is insured against liability in case of accident to a maximum of $10,000.

For Long and Heavy Hauls.

Alfred Patterson, a Brantford, Ont. grocer has a large covered truck. Mr. Patterson has an extensive wholesale ice cream trade and finds it particularly useful for this as well as for all long, heavy hauls. For lighter work and long hauls he would suggest that a not too heavy a truck be secured.

Maintenance $10 Monthly.

A motor truck with a capacity of 1,500 lbs. has been found very useful and economical by Frank Taylor, one of the grocers of Niagara Falls, Ont. This truck has replaced two wagons and does the work more quickly and more satisfactorily. Early in the mornings it brings in a supply of pure water several miles out of the city which Mr. Taylor sells by the bottle. Later it takes at least one route and makes three trips after dinner every day. The cost of operation for gasoline and oil runs between $9 and $11 a month, "which is less than the cost of a horse," Mr. Taylor pointed out to Canadian Grocer.



It is easy to make or mar a business in the delivery service. See that it is efficient.

Prize Winning Christmas Windows

For a good many years The Canadian Grocer has held a Christmas Window Dressing Contest. The 1912 competition resulted in the receipt of a great many splendid trims, the results having appeared soon after, but without all the photographs reproduced. It was stated at that time that the winning windows would be seen in the Fall and Christmas Selling Number. And here they are.

These windows offer many suggestions to the trimmer. Christmas goods are shown almost exclusively. Great pains were taken to make the best showing possible from a selling standpoint, and one cannot long look at any of them without realizing that they sold a great many goods.

With one exception the six winners are reproduced. The photograph sent in by Bruce McDougall, and which took second prize in centres under 10,000 population, was a little blurred on account of frost on the window when the picture was taken. Canadian Grocer regrets that it would not reproduce well, as it was a particularly attractive and good selling trim.

CONSTRUCTION OF CLASS I FIRST PRIZE WINDOW.

By E. A. Reed, Brandon, Man.

YOU will notice from the photo the principal features of this window are the two pillars, one in each of the back corners, with a large pyramid between and extending half way to the front.

The back half of the floor is higher than the front, thus making a slope, on which are—next the glass — currants, raisins, peels, shelled nuts, and different varieties of nuts, separated by bottles of preserved fruit. Back of these divided by a row of pressed figs are about twenty different kinds of candy, separated by strips of angelica, then another row of figs separating the candy from piles of table raisins, grapes, oranges, boxes of preserved figs, glace fruits, etc., completing the slope.

The pyramid commences here, consisting of eight steps. On the bottom step are boxes of preserved ginger, crystallized cherries, farde dates and other dessert dainties. On the next step are boxes of Christmas crackers, the next Christmas cake, boxes of marshmallows, etc., and on the five top ones are fancy boxes of chocolates.

On each pillar are five shelves, and the same number extend across the end of the window (in front of a mirror) to a small pillar next the glass. On these shelves are bottles of preserved fruit, jelly, honey, vegetables in tins, olives, etc

Extending across the back on top of the two pillars is a cross piece which supports a roof of holly and evergreen, and having across the front in letters of evergreen ''Christmas Greetings.''

The trellis on which the stockings are hanging is covered with green, and in the centre of the cross piece is hung a big red bell. The pyramid, shelves, pillars and cross piece are covered with white and silver paper, trimmed with sprays of holly.

The electric fan which appears in the photo is to keep the frost off the glass, and at the time the photo was taken it was going at full speed.

THE WINNERS.

Class No. 1:
E. A. Reed, Dowling and Reed, Brandon, Man.
Alex McNeil, Dixi H. Ross and Co., Victoria, B.C.
Thos. Berrie, Broadview Avenue, Toronto, Ont.
Class No. 2:
Frank Crysdale ,Oshawa, Ont.
Bruce McDougall, Ingersoll, Ont.
George Puckett, Oshawa, Ont.

Canadian Grocer will have another Window Dressing Contest this coming Christmas. The conditions will be the same as before with the prizes the same, namely $5, $3 and $2 respectively for each class. Fuller particulars are given elsewhere.

Between now and Christmas a number of the other photographs received for the 1912 competition will appear. These are all excellent displays and no one can well afford to miss any of them.

HOW FIRST PRIZE IN CLASS TWO WAS MADE.

By Frank Crysdale, Oshawa, Ont.

THE floor of this window is built on a slant so that the trim was necessarily made in that way. To the front close up against the glass was placed a row of jams in bottles. This reached from one side to the other.

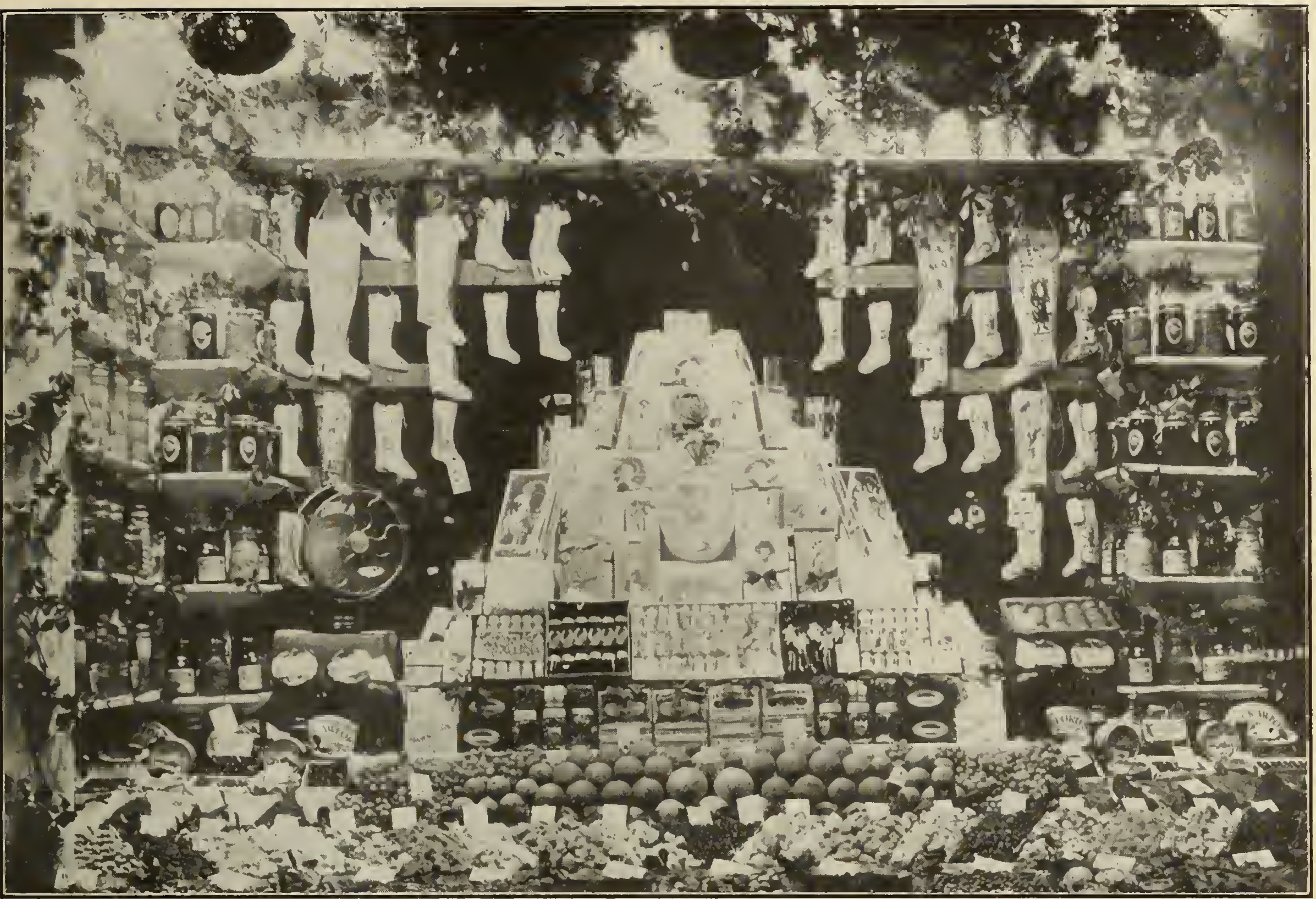
It will be noticed from the photograph that by the use of oranges, spaces were blocked off, in which enclosures were shown various Christmas goods, including raisins, currants, nuts, candies, cranberries, figs and dates. In the centre enclosure are grapes in glass dishes, table raisins, dates and ripe tomatoes and on either side are fruits in glass and honey, grape fruit and oranges.

The back of the window is made up of bags of flour one on either side—a very necessary article for the Christmas baking—and pyramids of canned tomatoes.

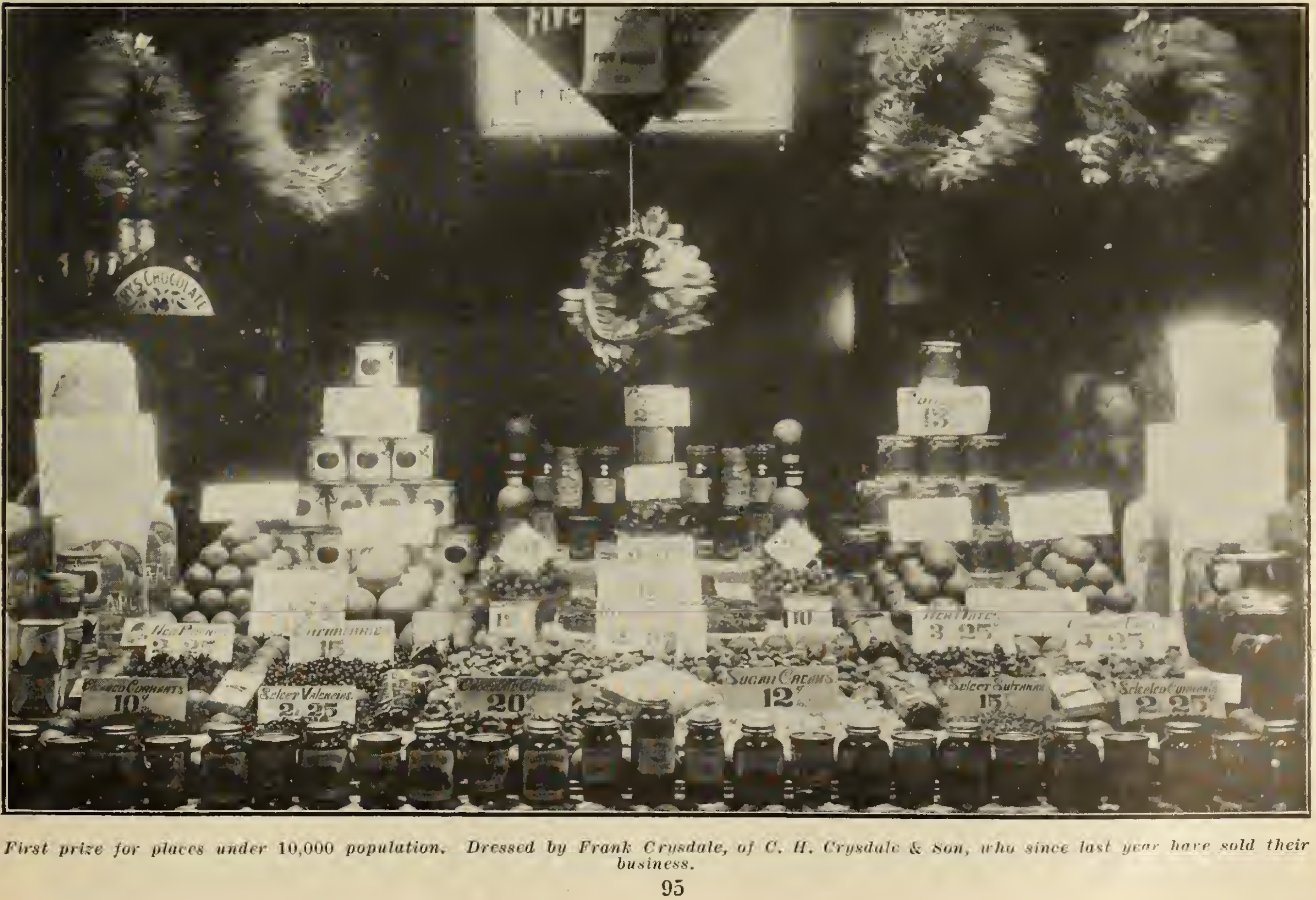
At the top may be seen a number of evergreen wreaths which added to the entire display giving it the ''Christmassy'' touch and yet not sufficient to detract from the selling power of the goods on display.

We believed in using price tickets in our displays and those appearing in this window were all made by hand with a brush.

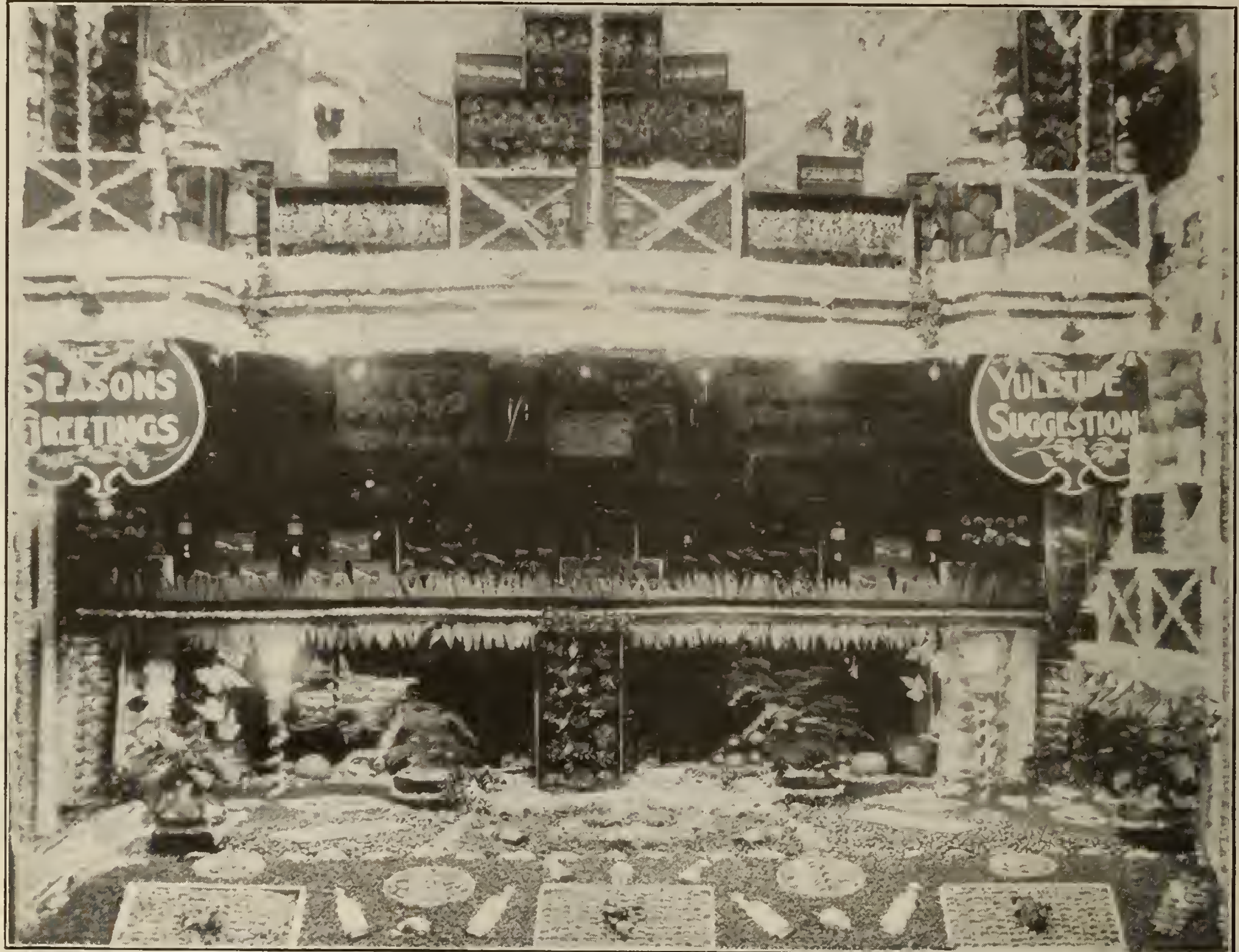
At night with the lights turned on the color effect was rather pretty. The picture was taken at night with the window lighted by two 150 Watt lamps. Fifteen minutes exposure was given by the photographer.



Christmas window dressed by E. A. Reed, of Dowling & Reed, Brandon, Man., which was given first prize in Canadian Grocer's contest for cities over 10,000. Description appears on opposite page.



First prize for places under 10,000 population. Dressed by Frank Crysdale, of C. H. Crysdale & Son, who since last year have sold their business.



The Dixi H. Ross & Co.'s 1912 Christmas trim made by Alex. McNeil. This display captured second prize in a large field.

AN ELABORATE XMAS TRIM FROM VICTORIA.

Alex. McNeil, with the Dixi H. Ross Co., of Victoria, B.C., is known pretty well to the trade through having previously won prizes in Canadian Grocer's contests.

The display above is certainly an elaborate one. It has a distinct air of refinement, and the photograph scarcely does it justice.

With the balcony above where dried fruits in boxes are artistically arranged, a second storey, which is also a work of art, and the ground floor containing a unique pattern made of boxes of dried fruit, bottles of extract, rings of fancy biscuits, rows of peels and dainty clumps of other mouth-watering Christmas goods, this window certainly had the power to attract.

The photograph undoubtedly does not do it justice, as there is a great deal more in it than would appear from even a thoughtful study. It won second prize in the contest for cities over 10,000.

A WINDOW WITH GOOD SELLING PROPERTIES.

The judges gave a prize to the window of Thos. Berrie, Toronto, because of the selling properties of his display. It was not so elaborate as some others, but from the standpoint of its "impelling-to-purchase" characteristics, it was considered to be a window of a high order.

It contains all kinds of dried fruits, biscuits, choice chocolates, nuts, Christmas wines, etc., the display being on a slight inclination. The floor is divided with diamond-shaped spaces. The centre contains glaced fruits. The end diamonds hold shelled almonds, shelled walnuts, apricots, Sultana raisins, with the floor half currants and half Valencia raisins.

There is a glass shelf midway between the window and the background containing attractive boxes of good chocolates.

The background is of choice jams, dates, table figs and other dainties. Lattice work appears up either side of the background, and an arch made by a string of holly was hung from one piece of lattice work to the other.

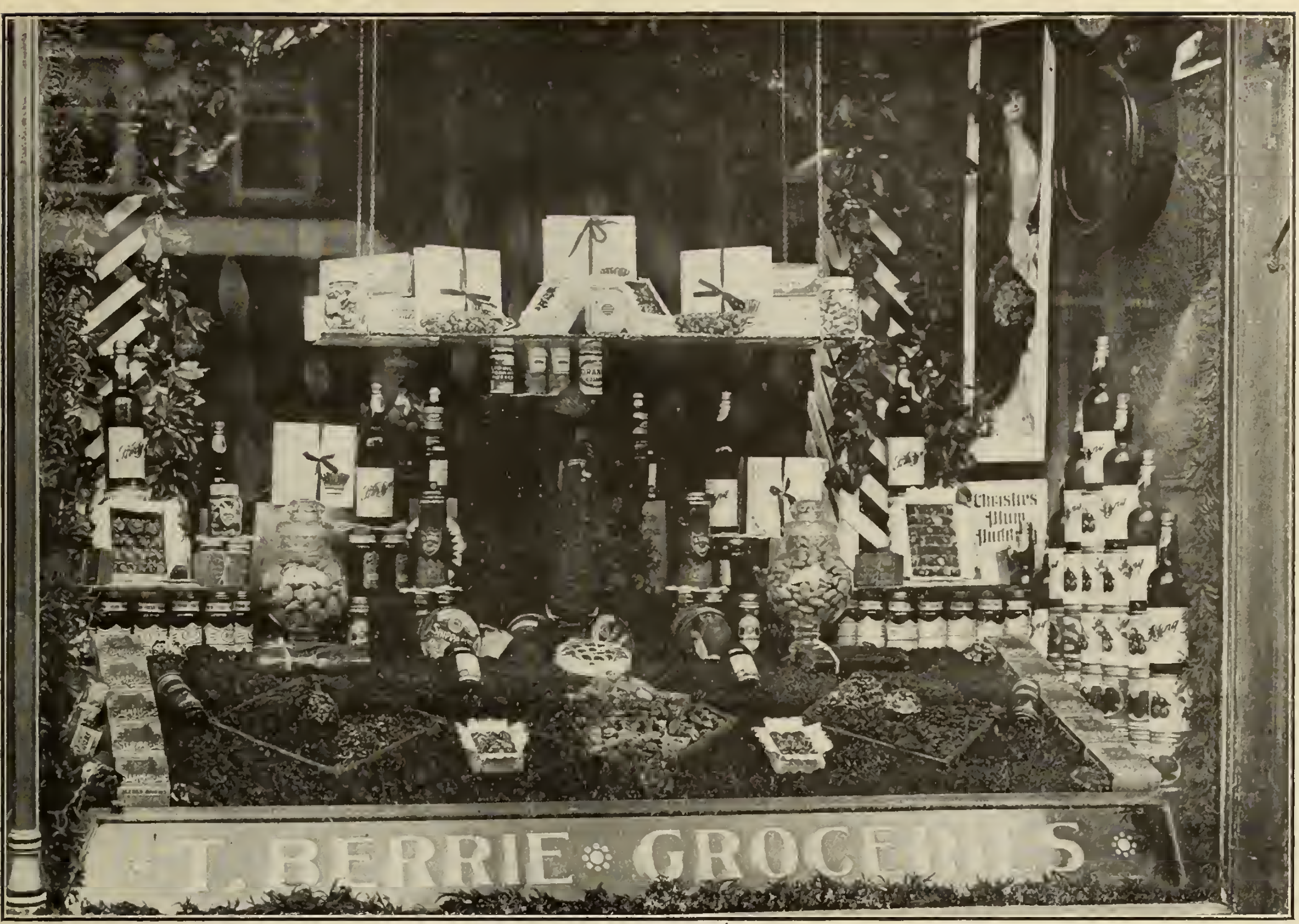
FINE COLLECTION OF XMAS SELLING LINES.

Geo. Puckett, with McDowell & Co., Oshawa, Ont., won the third prize in the 1912 competition for places under 10,000 population.

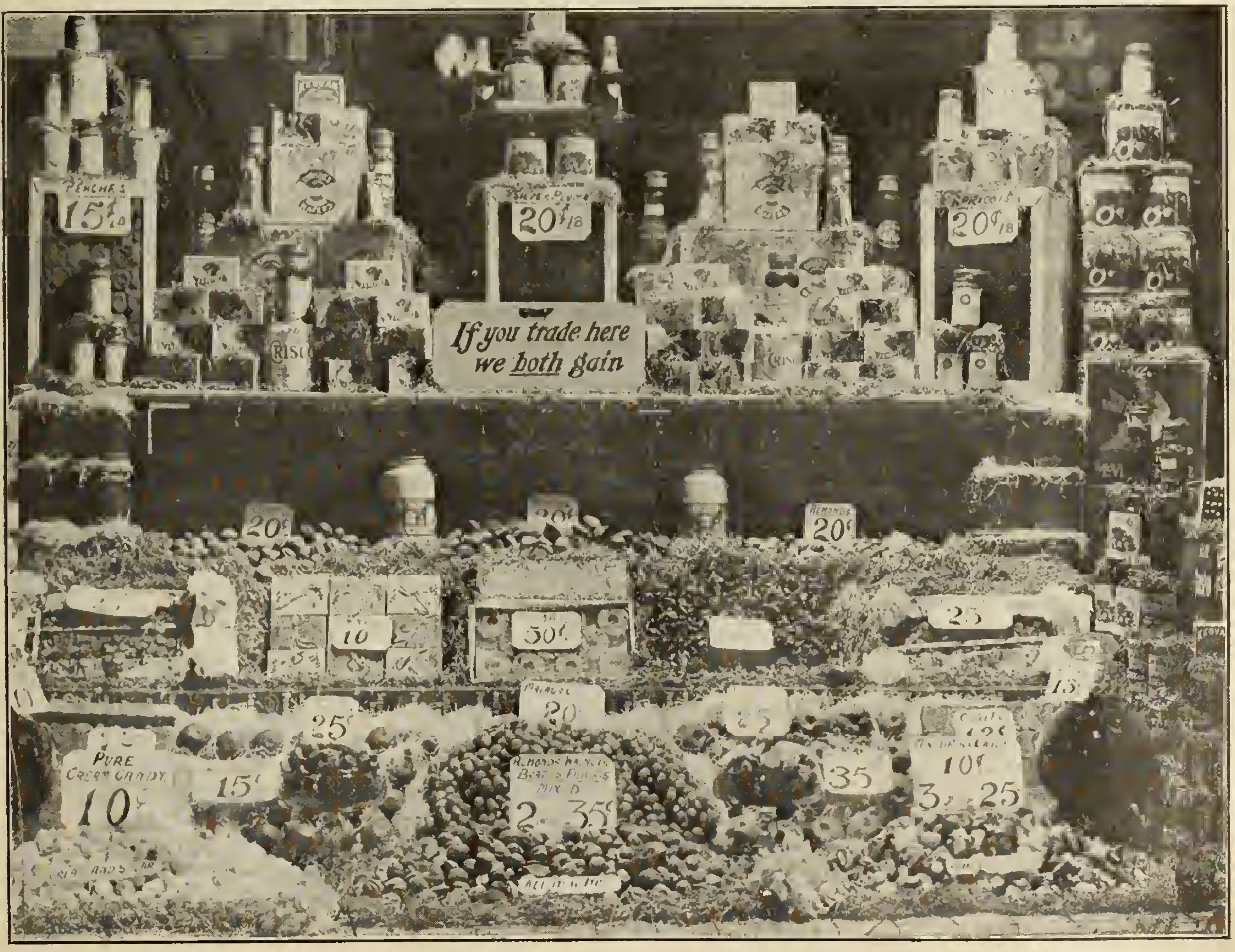
The front, sides and back of the window at the top were covered with green spruce, with cotton batting to represent snow. Red and green tissue paper, with occasional flowers, chrysanthemums, violets, carnations, etc., were also used.

The front of the window contained various kinds of candies, nuts, oranges, apples, Malaga grapes, chocolates, preserved ginger, layer raisins, boxes of chocolates, pineapple, fritters, dates, figs, jams, glace cherries, bottled cherries, apple butter, olives, etc.

The top shelf was supported by three piles of canned tomatoes, and placed on this shelf were evaporated peaches, apricots, and plums. Between some of the goods on top shelf were squares of glass with edges projecting, and on these small goods were placed, such as onion salt, peanut butter, olives, pots of jelly, etc. Other goods on top shelf were packets of mincemeat, tins of biscuits, cream cheese and jams

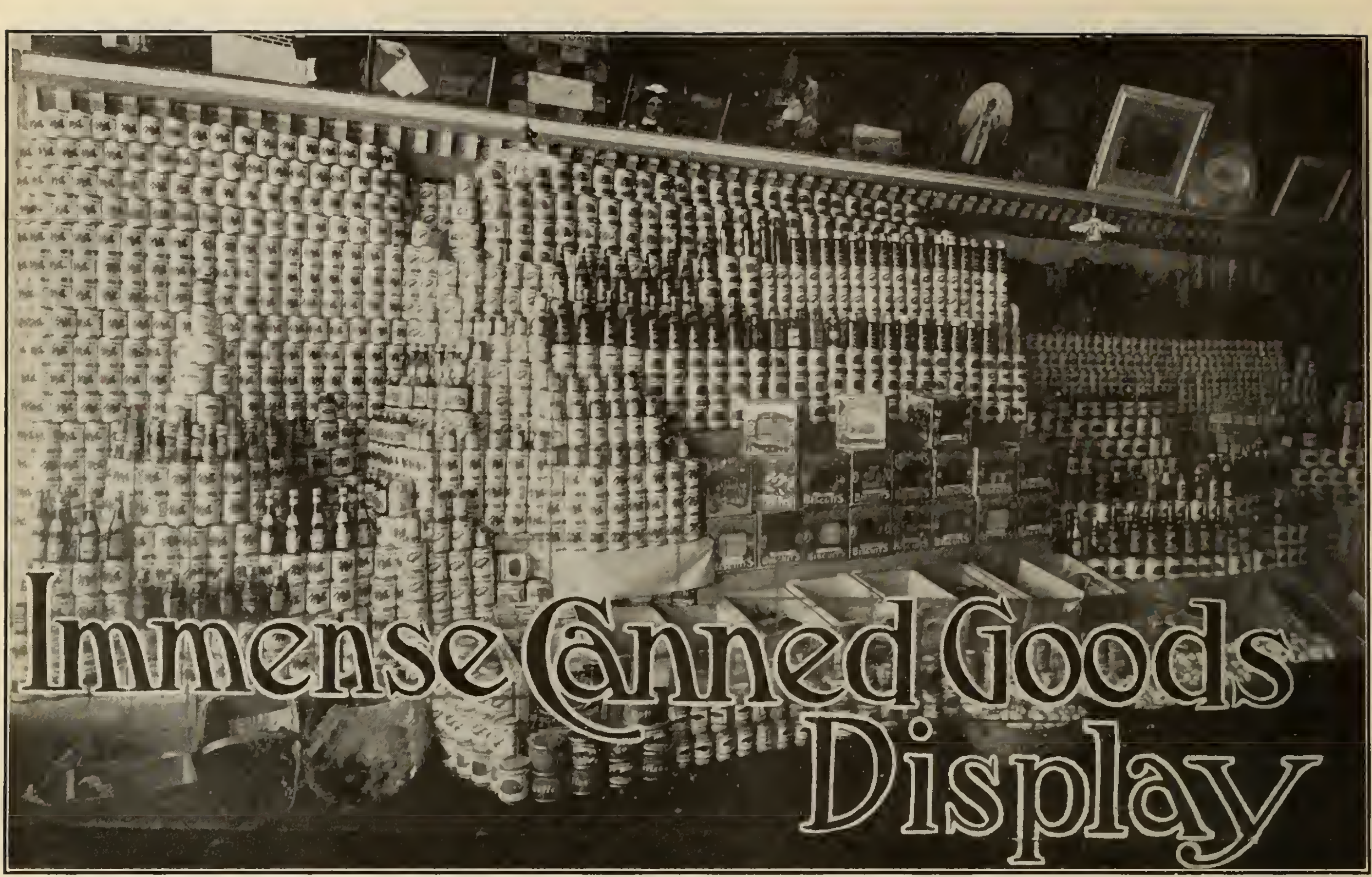


Display with strong selling characteristics made by Thos. Berrie, a Toronto grocer, which secured third prize for cities over 10,000 population.



Window of Christmas goods trimmed by Geo. Puckett, Oshawa, Ont., winner of third prize in Canadian Grocer's 1912 contest.

Immense Canned Goods Display



There has seldom been seen a larger or a more compact display of canned goods than that shown herewith—from the store of W. H. Milling of Napanee, Ont. Mr. Milling states this display contained at least 2000 tins of vegetables and fruits—probably the largest ever made in a Canadian grocery store. As one of the salesman in the store stated, a "few hours" were occupied in building it up.

FALL and winter is truly a canned goods time. Particularly is this the case with vegetables. For, once the frosts begin to come and the snow to fly, vegetables in the raw state evolve into expensive luxuries. This places them beyond the reach of practically everybody.

Here is clearly the opportunity for the retail grocer. Let him begin now to sell canned vegetables; let him push them with all his selling power, and by next June he should have little cause to worry about a hold-over. Prices this year are low and the people will purchase canned vegetables to a greater extent than during several years of the past.

A 2,000 Tin Display.

Down in Napanee, Ont., the citizens pride themselves on many distinctive features. They have a pretty little old-time suspension foot-bridge across a pretty little river. They grow good corn and tomatoes, and the surrounding country lays claim to being rich in subjects for geological studies.

In addition to that, there is a grocery store there with an exhibit of canned goods which is probably the largest ever gotten together in Canada in a retail store. If this record can be broken Canadian Grocer would appreciate a photograph of the exhibit. This display contains at least 2,000 tins.

W. H. Milling, whose store shows such an immense display, did not put the canned goods there without a reason..

They are there for a purpose.

The entire side wall is lined with them from floor to shelf.

They are the most conspicuous line of goods in the big milling store.

Every person who enters is confronted with "canned goods."

The goods are being sold.

Take Advantage of Low Prices.

This is one year in which every grocer should aim to build up his canned goods business. As before stated prices are comparatively low. The quality is just as high as ever, if not better. The autumn season is here and therefore the passing of field vegetables. Around Christmas practically the only vegetables to be had are those in tins. More of these could be sold for the Christmas trade if sales are pushed in good time.

Many grocers during fall and winter sell canned vegetables and fruits by the case. Where a dealer has several good boarding-house customers, with little difficulty almost every one of them would purchase by the case if urged judiciously. The same applies to large families who can afford it.

More Goes Into Consumption.

It should, too, be remembered that every time a case of canned goods is sold it means that the purchaser is going to use more of them. If canned corn, tomatoes, beans and peas are placed in the customer's cellar by the case more of these goods are bound to be used.

Creating Power of Display.

The W. H. Milling store is a splendid example of the power of the dealer to create demand. This display alone without any further persuasion has been the means of selling goods. It shows the importance of the retailer in this matter of reaching the consumer. It demonstrates the fact that the retailer can move out practically any article of merit he has a mind to by getting behind that article with his display space.

In this fall, Christmas and winter campaign, every dealer should see to the canned goods side of his selling.

The possibilities are great.

How Other Grocers Do Things

Some Elaborate Improvements.

Announcement is made by the superintendent of construction at the Hudson's Bay Company's store at Jasper avenue and Third street and warehouse in Third street, Edmonton, Alta., where extensions and improvements estimated to cost $250,000, are being made, that the two buildings will be completed about the middle of December.

The store, which is being remodeled from basement to roof, will be four four storeys in front, 105 by 100 feet, and 50 feet in the rear; the full width will ' six storeys. Three passenger elevators and one for freight will be installed. These will all be operated by electricity, generated on the premises. Other improvements are electric ventilating fans throughout the buildings.

The company established their business on a cash basis last February and M. S. Booth the manager claims little worth while custom was lost.

* * *

Displays "Dummy" Bacon.

Blocks of wood wrapped in the regular side of bacon wrappers are used by Goodwins, Ltd., Montreal, for display purposes. "These," claims J. Bailey, "make a bright attractive display, and when hung up can scarcely be distinguished from the real article. The only difficulty is that there is no give to them, and when placed in any but an upright position present too stiff an appearance. However, they allow of extensive displays without depreciation of stock, and are thus extremely valuable.

"So far we have got them from only one or two of the packers, but it is our aim to get a supply of them from all the packers with whom we do business. It certainly is a good advertisement for them to have their goods always on display.

* * *

Coffee Mill in Window.

To draw attention to their coffees, Scandrett Bros., of London, Ont., had one of their windows arranged with a big, red-painted coffee mill in the centre, Around it were four pans with white coverings filled with roasted coffee beans. The other window was filled with olives, a good line for fall.

The inside of the store has attractive displays near the front doors of choice preserved goods, jams, pickles, etc. On one side there are displayed in silent salesmen, all glass, with glass shelving, of a type seen more, perhaps, in dry goods than grocery stores. On the other side there are shown on the shelves, with a fine-looking grouping on a broad ledge, three feet from the floor.

The whole display gives an impression of high class goods to anyone entering the store, than which there can be no better introduction.

* * *

Aluminum Checks Used.

W. H. Milling, Napanee, Ont., has a meat department separate from the grocery store with an archway between. All meat bills are, however, paid at the cash register in the grocery store proper. The customer purchases the meat and on the way out through the grocery department pays for it. Instead of paper slips on which the price is marked Mr. Milling uses round aluminum checks, each check representing so much money. If the meat for instance, should come to 55 cents, the customer is given a 50 and a 5-cent check.

One good result of this method is that every one buying meat must come into the grocery department where there is an additional chance of making a sale.

* * *

A Single Line Display.

A. McCormick & Son, of London, Ont., who have four delivery wagons to cover their grocery customers, believe in specializing in window display. Recently one window was devoted entirely to a cocoa showing, limited to different sizes of tins, and a single brand, in order to keep it uniform. The other window was a pickling coaxer, and consisted of various sized bottles of vinegar, and three or four neat heaps of spices and peppers. It was simple but tasty, and these two qualities were responsible for much of its drawing power.

* * *

Where Mercy Was Rewarded.

The command, "Cast thy bread upon the waters," is one that meets the grocer in his every-day experience, probably more than anyone else in any other business of life. Pleas of poverty or "out of work," whether real or assumed, are ever appearing to stir a struggle against the merchants' rules for closing down on a credit account. The carrying of a family over hard times, or a strike of laborers, or illness, is a problem that faces every grocer, and often to maintain his own business standing and keep his store open, he must steel his heart against many a pitiful prayer, and discriminate between the praiseworthy and the undeserving in cases where he decides to let mercy temper justice.

It is pleasing, under such circumstances, to run across cases where the customer who was "carried" over a crisis in his affairs, by the good-heartedness of the man who supplied his table, shows a grateful loyalty afterwards, even in the face of some unpleasantness or hardship. Canadian Grocer was told of one by W. E. Humphries, a London, Ont. grocer. One of his customers had been ill for months, but feeling him to be an honest and deserving man, Mr. Humphries had tided him over his difficulties. A short time ago the customer moved into a house kept by a grocer. The latter at once came to him and urged him to buy at his store; it was the usual practice in such cases; the old tenant and others had done so, etc. The new tenant demurred, but more pressure was applied. Finally, he burst out: "Mr. Humphries stood by me in my need, and I'll move out of your house before I'll go back on him."

Needless to say he was not forced to move, and Mr. Humphries retained his customer, who already has wiped out his long-standing debt.

Sanitation--The Idea That Predominates

Everything Else Revolves Around This Axis in the Arrangement and Service of the Glover Store in Kingston—Goods Sold from Sample Under or Behind Glass and Packed from Rear of Store—Thought Given to Production of "An Air of Refinement."

A STUDY of the equipment in the store of A. Glover, Kingston, Ont., and a talk with the merchant behind the idea, surely leads one to the conclusion that here is a grocery man of genius. Everything that has been given a place in the Glover store was placed there with a reason, even to the glass floor and partitions in the bottom of a handsome show case where the confectionery is displayed.

Mr. Glover studies the effect of interior appearance on the customer; he studies the effect produced by an air of refinement; one who has seen his store declares he has looked deeply into this human nature problem from many an angle, and it is easily seen from the results of his work that he has probably laid more stress on cleanliness and sanitation than upon anything else. This idea predominates in the working out of his store arrangement.

Many hobbies belong to this man. He has not been afraid to discard some of the good old methods, tried and tested, and to take a chance on those others that might have put the ship on the rocks—for all that was known of their past. But he tells the writer that under no consideration would he go back to methods that were.

The Germ Begins to Sprout.

In the first place, some two years or so ago, he theorized that apart from samples being attractively displayed where the customer was most likely to see them, there was no absolute law that the store should be filled with practically everything in stock. Why not, he said to himself, keep every box, case and barrel off the floors, cut down the number of the goods on the shelving and sell from sample? Apart from the fact that quantity sometimes creates a desire to buy, was there any reason for having the quantity? Then, if lack of quantity would make the store cleaner, brighter and more attractive, wouldn't that be worth more than showing all the goods in stock?

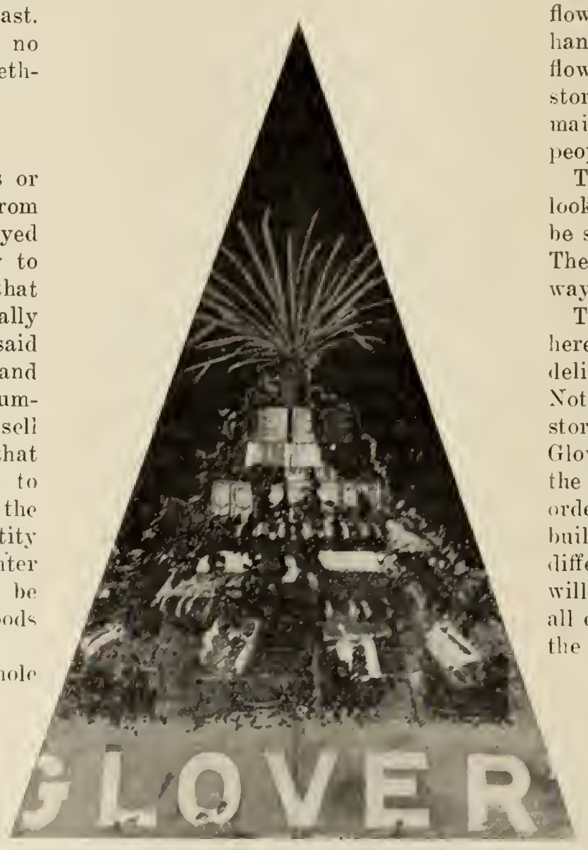
The sum and substance of the whole idea was a complete change in the Glover store. No semblance of its former self was left. The window was changed so that the centre section stood farther out. This permitted people coming up parallel with the store seeing into the window from a distance. It was a sort of bay-window arrangement. The window itself denotes care and cleanliness.

On entering it will be seen that the floor is of marble and clean as a dining room table. It can be readily cleaned, and is never scratched. To the left of the entrance is a side window in which stands a handsome circular vegetable display fountain on a cement floor. To the right are silent salesmen in which there are shown high-class confectionery and other goods.

Sure of His Daily Bread.

To the left again a radiator protrudes from the floor. This, however, is not allowed to idly occupy space. Built over it is a marble top counter. By the way, this counter saves Mr. Glover considerable money. On the opposite side of the store are patented pivoted bins for showing goods and at the bottom of the wall case is a bread display fixture with sliding glass door. Formerly, the breadman brought in his supply and placed it in this case.

How was anybody to know whether the right quantity of bread was or was not received? If there were already a few loaves inside, was it not an easy matter for the bread man to hang onto one or two of the new order? The counter over the radiator was just the thing. Mr. Glover had it erected and gave orders that all bread, buns, etc., must be placed on that counter. He, or his assistants would henceforth take it to the bread case. This enabled him to count the loaves as they came in, so he has lost no more money in bread.



Glover's Christmas window of 1912 was attractively arranged in pyramid style. The central feature is shown in this reproduction.

Separate Provision Counter.

The counters and show cases along the right side are arranged in zig-zag style the last being a special provision counter with marble top. On this is a computing scale and meat slicer. The latter is also used for slicing bread for picnic sandwiches. It means a cent a loaf extra, and while this may not be much, it is the means of bringing a good deal of business to the store. At the end of this counter is a refrigerator.

An Air of Refinement.

Mr. Glover is a lover of birds and flowers. He has several fine songsters in hanging cages, and the perfume of flowers is always wafted through the store. This adds a refinement which, he maintains, is not lost on particular people.

The shelving is certainly a pleasure to look upon. Samples of everything may be seen there behind glass sliding doors. They are always free from dust and always inviting.

The warehouse is at the rear and from here practically all goods are put up for delivery. All goods come in that way. Not a case or a box is to be found in the store; everything that might, in Mr. Glover's estimation, cause a lowering of the tone of the store is banned. There is order in the warehouse as well. It is built with different compartments for different classes of goods so that orders will not be mixed. From the warehouse all deliveries are made; nothing goes out the front door.

An Idea in Confectionery Case.

In the bottom of the confectionery silent salesman, is a glass floor with partitions. These formerly were made of ordinary window glass, but this was sharp and sometimes grazed the fingers. To overcome this, Mr. Glover purchased thick ground glass.

For bulk chocolates there is a separate "slide" for each variety. The end where the scoop enters is open so that there is no handicap to getting a scoopful as desired. The other end has a strip of glass to prevent the candy touching the glass of the silent salesman. When new goods are put in, those that have not been sold are drawn to the rear so that they will move out first.

Among his other fixtures are to be seen a large 10-drawer electrically driven cash register; several computing scales; an electric coffee grinder; a meat slicer and a safe.

Every fixture has been put in a special place with a special idea. Mr. Glover has his reason for everything. He carries this character-trait to his home—which he designed himself—and to his stables where his horses and waggons receive the same care and attention from a sanitation standpoint as his store. His delivery waggons were built to his order with a canopy just over the goods and canvas to keep out the rain. His horses are among the best procurable and the driver is a horseman who was formerly employed with an English gentleman.

Even the name plates on the delivery waggon were purchased with a view to refinement. Each cost Mr. Glover $25.

"Everything has got to be the best procurable or it does not fit into our business," he declares.

⁂

SELECTING A STORE NAME.

W. H. Lockerbie, proprietor of a new grocery at 2814 Dewdney avenue, Regina, Sask., recently offered a prize of $25 in gold to the person suggesting the best name in the opinion of the judges for his new store. One hundred and nine names were suggested, and out of this list, the one receiving the most favor in the opinion of the judges was "The $ for $ Grocery."

The titles submitted were each given a number, and selected by the judges without the names of the competitors being known, the judges being three well-known citizens of the north side.

The following were some of the names suggested: "The Northern Light," "Golden Rule," "Blank," "Busy Bee," "The Raeside Grocery," "Lockerbies Best Yet," "The Great West," and numerous others.

⁂

"Eliminate all the wrong things you are doing. Make good resolutions intelligently. Make a pledge to yourself. Accumulate all experiences which will reinforce motive—keep away from temptation. Seek associates that will help you. Better be alone than in bad company."—John H. Patterson.

How Dealer Built Up Good Coffee Trade

Another Case Where Quality Was Placed Before Price—Pembroke, Ont., Grocer Puts His Faith In Freshness, Cleanliness and Quality—Coffee Trade Helps Other Lines.

"As a result of concentrating our energies towards building up a trade in coffee, we have now made coffee the big end of our business," states J. B. Kemp,* grocer, Pembroke, Ont. "One ton a year would not include all we now handle.

"Some eight or ten years ago, however, we used to let things run along in a slipshod manner, buying coffee from whichever traveler happened to come into the store at a time when we needed to stock up. We sold pretty much what people asked for, and must have carried almost every line.

"About that time, however," continued Mr. Kemp, "I read a series of articles in the Canadian Grocer, on how to buy, handle and sell coffee, and they set me thinking. Buying only from one house, and that a reliable house was strongly recommended by the writer of the series, so I followed it up.

"I got busy with coffee travelers whenever they came in, questioned them on all phases of the retail coffee business, and concluded that the first requisite was freshness. With that I connected myself up with what, to my knowledge, was the most reliable coffee house and began buying every two weeks. I also bought coffee in the bean, and ground it on the premises. Quality then began to be the line of talk which I had the whole sales staff follow. If any customer wanted an explanation why my coffee was better, I talked regular and frequent buying, larger turnover, and fresher goods. And it was only then that I began to realize what I had been losing.

"Fresher coffee owing to larger turnover was my best argument, and very shortly I found that it would stand the test. The coffee market began to firm up, the papers talked of higher coffee, and finally prices to the retailer advanced so that I concluded it necessary to put up my prices five cents.

"The other merchant, however, still held to the old price—40 cents, so that I was soon told I was trying to rob my customers. My argument was, my neighbors must have changed their quality. I have maintained evenness in quality right through. For further reference I turned them to what the papers were saying on the coffee situation.

'This same line of argument," continued Mr. Kemp, "stood by me when hard times came a year or so later. I had been talking quality. The trade had divided. Those who wanted price found where to go and those who wanted quality also found where to go. In short, I believe that I gained the quality trade, and left the shifting trade. At any rate hard times had no effect on me, for my customers drank coffee the same as ever, and were a class of people who paid their bills regularly no matter how tight money was. That proved the last blow. From that day I felt no opposition on coffee, and also found that unconsciously I was bringing my whole business to a higher level."

Recently, Mr. Kemp had an interesting experience with a personal friend who approached him thus: "Say, Kemp, what is the difference between your coffee and that of ———'s?" mentioning a fellow grocer. "I know it is better. I drink it every morning, and yet when my wife and daughters put it up to me, I couldn't tell them wherein the difference lay. Both are in the same kind of tins, with the same style of labels, and yet I swear there is a difference. Tell me what it is or else I'll have to save that five cent difference that my wife talks about whenever I mention the high cost of living."

Large turnover and quality were a perfectly satisfactory reason, and the man went home ready to face both his wife and daughters—so long as he had the coffee which Kemp sold.

"This little experience," states Mr. Kemp, "and others I observed later, showed me that the coffee drinkers of the world were the men, and not the women, so now I aim to please particularly the male side of the house."

There are a few rules followed out in this store which have been found of value. In the first place coffee is bought in the bean. Tins are opened and the coffee ground only when ordered. When so ordered one pound is sold, but wherever possible the customer is persuaded to take two pounds, or a whole tin. In this way the customer has the tin for keeping the coffee fresh, and there are no half tins to deterioriate from lying round the store. Also all grinding is done by electric motor, and always right before the coffee is sent out.

Mr. Kemp finds that his coffee experience has proved of great value throughout the whole store. Everything is changing, he claims. The day for the old wooden butter plate is past. Freshness and cleanliness have become two modern essentials.

Methods of Merchants from Coast to Coast

The National Scope of this issue is shown by the methods and ideas in succeeding pages of some of Canadian Grocer's readers, coming direct from the retail grocers themselves in every province of Canada. British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, New Brunswick, Nova Scotia and Prince Edward Island are all represented.

During the past month or two, this paper has got in touch with all these men. It would be difficult to say just what buying power they represent—probably half a million dollars. The methods they have adopted for increasing business and their ideas on the problems of operating grocery stores on sound principles will be useful and reliable reading for every dealer. This does not mean that each suggestion offered can be adopted in its entirety by every other merchant. It is for each to study them with the idea of adopting those that will fit into his business, and of discarding the others. What will be an advantage to one, will not necessarily be so to another.

These articles demonstrate the fact that Canadian Grocer is a "Clearing House for Ideas" of grocers from coast to coast. How one dealer does things in Halifax is of interest to his confrere on the Pacific Coast and the more methods and ideas with which one is acquainted, the better are his chances for building up a better business for the future.

Comments from the trade are requested on any method or problem that arises from any of the articles. In this way it will be possible to get the views of others. If any dealer has a system or method covering any particular phase of a business referred to, we hope he will write and tell us something about it.

Importance of Conservation of Time and Space

The writer of this article as a salesman in a British Columbia store has carefully studied the question of giving the greatest service at the least expense and in the least time possible. He and his fellow salesmen with the proprietors of the business have evolved a system in this regard which has become an important factor in enlarging their clientele and holding every customer. There is much food for thought in this article. Every dealer should read it carefully.—The Editor.

Written for The Canadian Grocer by A. Mercer.

Interior of the store of Acton Bros., Victoria, B. C., where much attention is given to the handy location of goods to save time in service.

ACTON BROS. is one of the oldest grocery firms doing business in Victoria, B.C. W. Acton, the senior partner, opened his first store here some twenty years ago.

It has, however, been during the last few years that the present successful working methods have been brought about. Until then we were conducting our business in a store situated right in the vortex of the city's commercial traffic—near the crossing of the busiest down-town streets.

Our business there demanded in later years that we procure a store of greater floor capacity, and to do this we were forced to establish ourselves on a street, which at that time was not thought to be a good stand for a grocery store. But we brought about such a great change on that portion of the street that it made our business grow. First we bought up the stock and trade of W. B. Hall, intending to carry on all the work under one roof; then all the store was redecorated, and about twice as many electric lights installed as had been formerly used, and these changed conditions, combined with a reputation we had earned, secured for us one of the best businesses in Victoria.

The Chief Motto of the Store.

The working rule of the store has always been, "Everything in its place, and a place for everything," and this simple rule, well carried out, and combined with courtesy and good salesmanship, has done as much for our store as almost anything else, and if anyone should ask what I consider a good motto to introduce that would tend toward success, I would unhesitatingly point to the above statement.

The policy we strive to work on particularly is the conservation of time and steps, thus enabling the salesmen to supply the customers' wants in the shortest time, and with the least trouble.

Therefore, the articles we sell the most of are displayed in a fixture low down so that a clerk does not have to scramble up a ladder to reach the required goods.

Fixtures Always Work to Limit.

In addition to this, care is taken that the fixtures are always kept well filled, so there are never any of those unsightly vacant places one so often sees in some stores.

Our general stock is kept in what might be termed a miniature store, situated in one of our rooms upstairs; here we have everything displayed in fixtures (same as in store), so that, if an article

(Continued on page 130.)

Some Good Selling Fall and Christmas Lines

Several Dealers Tell of Methods For Getting Them Into the Houses of Their Customers—Canned Goods, Rolled Oats and Other Cereals, Confectionery, Soups, Meat Extracts, Cocoa, etc., Mentioned as Especially Good Lines to Push From Now On — Many Conduct "Shop Early" Campaigns for Christmas Trade.

DAVID SPENCER, LIMITED, Vancouver, B.C. — This firm finds canned vegetables a splendid winter selling line. Sales begin in good volume in December and to help them along newspaper advertising and counter displays are used.

Strong effort, too, is put forward in selling rolled oats and other winter cereals by demonstration as well as displays and advertising.

A great deal of confectionery is sold around Christmas in this store by means of table displays. Best grades of goods purchasable are pushed for the Christmas trade.

* * *

THE JENKINS GROCERY, Calgary, Alta.—Dried fruits for Christmas trade are contracted for by this store usually early in September. When these arrive from Oct. 30 to Nov. 10, sales are immediately begun. The clerks are instructed to keep those goods before the public until at least the first of the year. Window displays are also used to start the goods on the move.

For pushing the sale of cocoa, demonstration work in the Jenkin's store is frequently used. This firm too, solicited outside orders, and the salesmen carry tins of cocoa to introduce this article to all customers early in the season.

* * *

E. T. CASSIDY, Moose Jaw, Sask.—Dried fruits are contracted for by Mr. Cassidy in October, and as soon as these arrive about the middle of November sales are begun. This store does not wait until a week or so before Christmas. By that time many of the customers have already secured their Christmas supplies and there is better opportunity for during a larger trade. "Window display and salesmanship" is the combination used here.

Then just as soon as the cold weather sets in the Cassidy store begins pushing meat extracts, soups, cocoa, canned vegetables, etc.

* * *

THE GLASGOW HOUSE, Regina, Sask.—Canned vegetables are found to be a splendid selling line in this departmental store. "Sales," states Mr. Williams, "are begun about the first of October."

Rolled oats and other breakfast foods are also good winter lines, and high class confectionery is pushed strongly around Christmas. Display is made one of the features in The Glasgow House.

This is the firm that recently broke all records in newspaper advertising by running a twenty-page ad. in the Regina "Leader."

* * *

W. H. STONE, Winnipeg.—This firm begins early their preparations for fall, Christmas and winter trade. Market situation on dried fruits is followed closely all through the autumn.

"It depends," states A. E. White, the secretary-treasurer, "very largely on market conditions and prospects as to whether we buy heavily during October and November or merely buy as we require the goods.

As these goods come in during October and November, the W. H. Stone Co., immediately begin selling for the Christmas baking. Their methods are window displays, interior displays with price tickets, and salesmanship on the part of the selling staff.

Other good lines for autumn and winter with this firm are meat extracts, canned and condensed soups, cocoa, etc. The salesmen begin pushing meat extracts in September and continue pushing them all through the winter; soups are found to be splendid sellers the year round and Mr. White says the same about cocoa.

"Periodically displays are made of these goods and clerks are instructed to push them. We believe in selecting reliable, proper-margin bearing lines, especially if they are well advertised and pushing sales all the way," he added.

* * *

DANIEL COUPER, Kingston, Ont.—Dealers who cater to large boarding house trade have a splendid opportunity for selling canned goods during the autumn and winter seasons. Wherever there are large schools and colleges, good trade in canned goods will be found.

Take for instance, Kingston, Ont. Daniel Couper, grocer, states that every October his sales in canned vegetables and fruits begin to grow. They keep on growing until April of the following year. This is explained by the fact that Queen's College is located at Kingston and as soon as the students begin to arrive in the fall and after the fresh vegetables and fruits are over, he begins to sell the foods in tins.

Mr. Couper pushes these goods by the dozen as well as by the case every autumn and sells considerable that way. Some two thousand students from out of the city come every year and that, he says, is quite an additional population to feed.

Not only does he aim to sell canned goods in the autumn to the large boarding houses, but he also pushes sales of rolled oats, etc., pickles, canned fish, and apples. All these are splendid autumn and winter sellers and particularly where there are many boarding houses.

There is no better season for selling canned vegetables than in the autumn and early winter. Fresh native goods will soon be a thing of the past for another year and this leaves the grocer practically an open field in canned foods. In these he has no competition from pedlars and market gardeners.

Now, too, that the cool weather is with us again meat extracts, soups, cocoa, rolled oats, etc.—although they now sell pretty well the year round—will be given an added impetus. It must, however, be remembered that a bigger demand can be created for them if their sales are pushed by displays, advertising and by the personal persuasions of the sales staff.

On this page are given the ideas and methods of several dealers on how they get behind these goods with their selling weight. They offer some good suggestions.—The Editor.

The McKercher store in Winnipeg, Man., the proprietor of which has been in business there for over 30 years.

Higher Standard In Goods Sold Than Formerly

Many Luxuries of a Few Years Ago Are Now Necessities, Says Pioneer Winnipeg Dealer—John McKerchar in Business There for Thirty-two Years—Some of His Methods for Doing Business—Causes of Many Retail Failures.

IT is said that the dean of the retail grocers in Winnipeg is John McKerchar. Many have come and gone since he started business at his present stand on Main street some 32 years ago.

Discussing things in general with a representative of Canadian Grocer recently, Mr. McKerchar said: "The Hudson Bay Co. is the only concern yet in the grocery business that was here when I started, although George Hargrave came here just about the same time. Even those of twenty years' standing are few and far between and death has been busy among the old timers of the city of late years.

"Of course I have seen great changes—changes in methods of doing business and in the classes and qualities of goods sold. The cost of living has increased, but on the other hand the standard of living is higher and no grocer should forget that the luxuries of yesterday are necessities to-day." To-day we have a demand for articles that few ever thought of buying twenty-five years ago.

"Take the biscuit line as an example. We carry a very large assortment of fancy biscuits and some of them are very expensive, but there is an immense demand for them. Yet I remember when soda biscuits, fruit biscuits and hard-tack practically comprised a grocer's biscuit stock."

Complimented on the cheery and tidy appearance of his store even in rush hours, Mr. McKerchar said: "Well, we strive to have things bright and clean, difficult as it is to keep them so at all times. But it pays. There is nothing beats dirt to drive away custom and people have been so educated on dust and germs that they are very fastidious now-a-days.

"I believe in displaying the goods one has, and you will see that probably this store has greater floor space proportionate to its size than any store in the city. This is a great advantage to us in doing business, particularly in getting the morning delivery ready and in handling afternoon crowds.

Selecting the Principles for a Sound Business

What Are the Foundation Stones on Which Your Business is Built? — A Kingston Grocer Throws Out Some Suggestions Worthy of Thought—Lays Stress on the Selling Power of the Merchant—Other Principles Followed.

EVERY thinking man in the grocery business to-day has certain well-defined principles upon which he bases his chances for success. Ask him what these principles are and he may tell you he hasn't any. Nevertheless he has. A few minutes' conversation with him on the soap box in the warehouse will prove it.

The fact of the matter usually is these principles become so commonplace to him—a sort of instinct, so to speak—that he has almost overlooked the fact that he has adopted any.

What an interesting volume it would be, were every successful grocer in Canada to sit down and write out the actual planks in his platform that have helped to bring about greater net profits from year to year?

The Dealer's Selling Power.

J. R. Henderson, of the Italian Warehouse, Kingston, Ont., is a dealer who believes in a close study of the conditions surrounding one's location, the customers to be served by the store and the principles that should best meet the existing conditions in order that best results may be obtained.

In the first place he places great faith in the selling power of the dealer to dispose of the goods he stocks.

"When a man," he says, "has the confidence of his customers—and every grocer should work to that end—he can sell the goods he has a mind to. I have often built up a large sale for many an article my customers never heard of bebefore, and I believe in doing this when the retailer does not get sufficient profit to pay him more than a bare living. We cannot get very far ahead if we persist in selling for instance 95 cent articles at 10 cents each. We might make barely enough to live on at that rate, but we are not working for our own interests. We should push the sale of goods with merit that pay us more than that living profit. Otherwise we make no headway."

Selling Above Demand.

There is much, Mr. Henderson states, in salesmanship in the retail store. Selling above actual demand should, however, in his estimation be conducted judiciously. A salesman should not bore a customer either over the phone or in the store in an attempt to get her to purchase something additional to her order. In times, of course, when new fruits and vegetables are in, it becomes a different matter. In regard to other goods he suggests that the time to make an extra sale is when the customer picks up an article. She is then interested in the article for certain. If proper persuasion is used she will purchase it. In the Italian warehouse goods are displayed in profusion to get the people to look at them. One wall is a veritable mountain range of various kinds of canned, package, bottled and pail goods. Here, too, are shown only the goods Mr. Henderson is anxious to push—they pay him a good profit. The others are placed to the rear of the store and only supplied when the customer insists, which, he says, isn't very frequently. "Customers nine times out of ten take what we recommend," he said to the writer.

"Experience is the greatest asset of any grocer. . . . Methods to be adopted depend on conditions in each locality. . . . Care should be used in extending credit. . . . Goods for delivery should be checked over to prevent mistakes. . . . There is a great deal in Salesmanship in the grocery store . . . When a customer picks up an article, that is the time to clinch a sale . . . To be a good merchant, one must be a good buyer. . . . All goods sold by weight should be weighed when they come into the store. . . . We sell the goods that give us a fair profit whether the consumer knows about them previously or not . . . It is an easy matter to sell anything you want to, if you know its good whether it is extensively advertised to the consumer or not. . . . If you treat your customers right they will have confidence in what you recommend. . . . The Selling Power of a grocer who has the confidence of his customers is more effective than consumer advertising or sampling. . . . Customers nine times out of ten take what we recommend. . . . We push the goods of merit which allow us more than a single living profit." —J. R. Henderson, proprietor The Italian Warehouse, Kingston, Ont.

Introduces New Lines.

"The selling power of the good dealer is more effective than consumer advertising or sampling. We are continually introducing by display and otherwise new goods to our customers on which the repeat orders are most profitable. If we didn't our net profits would not be very large."

A Study of the Past.

Mr. Henderson further thinks that a merchant can get a great deal of good from his own experiences to help him on to better success. In his opinion every dealer requires experience before going into the business; he must take to heart the lessons he learns as he progresses.

"A man's methods depend largely on the conditions under which he does business. Some of us could get along doing a cash trade while others couldn't."

A Sound Principle.

The advice is given to anyone who has not already been doing so, to weigh everything that comes into the store that is sold on a weight basis. "I am continually pointing out to the clerks the necessity of doing this because it means so much to any business. They must weigh or count everything we buy. A good merchant is a good buyer who gets everything he pays for."

Clerks sometimes fail to look at a question as does the proprietor. They occasionally do not take the same care in their work as if they were owners of a business themselves. But every merchant who insists on the clerks weighing or counting all goods purchased is teaching those clerks the lesson of carefulness which will result favorably to him in many other ways as well.

Extend Credit Judiciously.

Care, Mr. Henderson maintains, should always be used in extending credit. This is a fundamental principle that holds good in all locations where a credit business is done. There should, too, he states, be no mistakes in delivery if it can at all be avoided. This loses about as many customers as anything. The delivery system can therefore be made either a strong or weak business asset. In this store all goods are carefully checked over before they leave the store.

J. R. Henderson has been in the grocery business a good many years. He has studied it from the ground up. He has built up a quality trade and his aim is to handle only quality goods.

In a word he believes strongly in the power of display and of personal service as builders of a business. He advises care in the extension of credit and in the delivery system and he suggests a careful study of the environment from which the dealer draws his custom.

Showing Annual Increase in Turnover of $2,000

This Is What a Sherbrooke, Que., Retail Firm Have Done During Past Six Years—Optimistic Believers in Future of Their City—Operate a Bright, Roomy Store—Description of the Interior.

DEAN & LACEY, retail grocers, down in Sherbrooke, Que., are optimistic Eastern tradesmen.

Six years ago they took over the business they are now operating when the turnover was somewhere around $35,000. During the intervening period they have increased it by some $13,000—an average annual increase of more than $2,000.

That's progress.

They are Quebec merchants and have just as much faith in their home Province as the most optimistic Westerner has of his.

"With the many advantages and rapid growth of the east," stated a member of the firm to this paper recently, "we believe we are right in remaining here."

Be that as it may, it is probable that this same firm could increase its annual turnover in the majority of good locations.

A Long Established Business.

The above illustration is a reproduction of the store of Dean & Lacey. This stand was established away back in 1881—thirty-two years ago. As above intimated, the annual turnover is now close on to $50,000, and still growing.

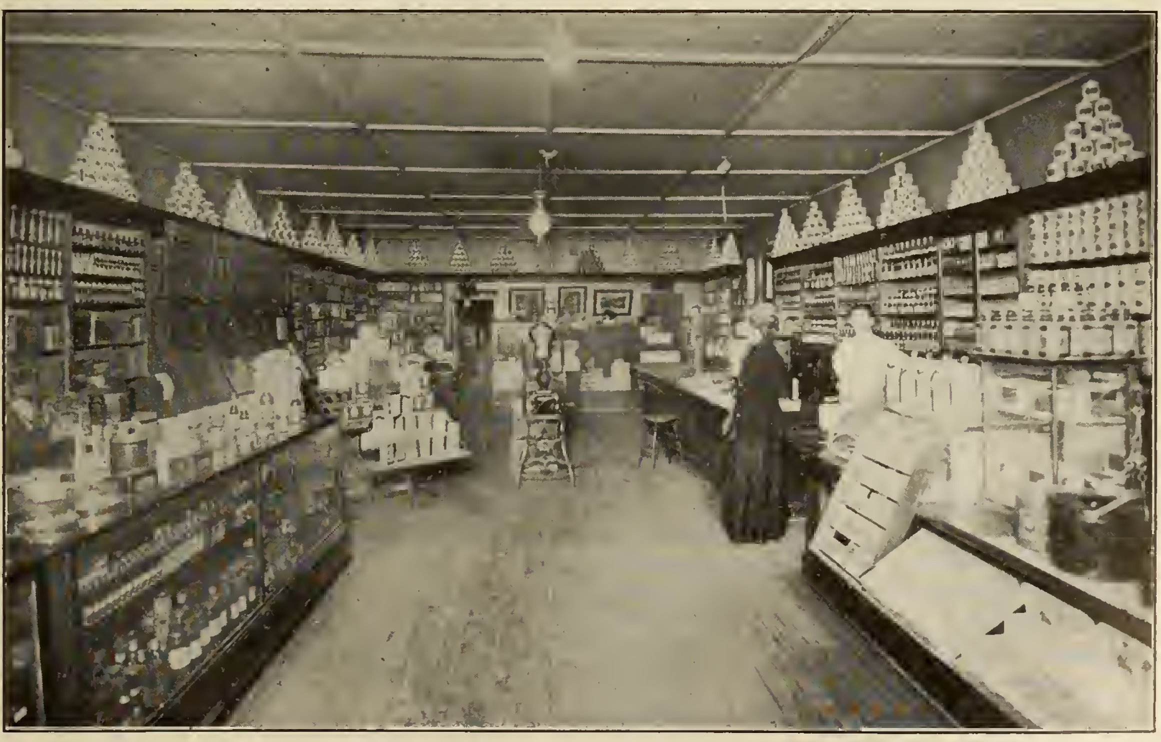
A look at the picture of the interior shows a large, bright, roomy store. A long silent salesman appears on the left hand side in which high class goods in glass are attractively shown. This has been found to be a good seller for Dean & Lacey. At the end of this case is a small display stand on which are shown breakfast foods arranged in pyramid style.

In the centre of the floor about three-quarters way back is the coffee grinder—an attractive piece of equipment which the firm think deserves a prominent location. The office appears at the rear.

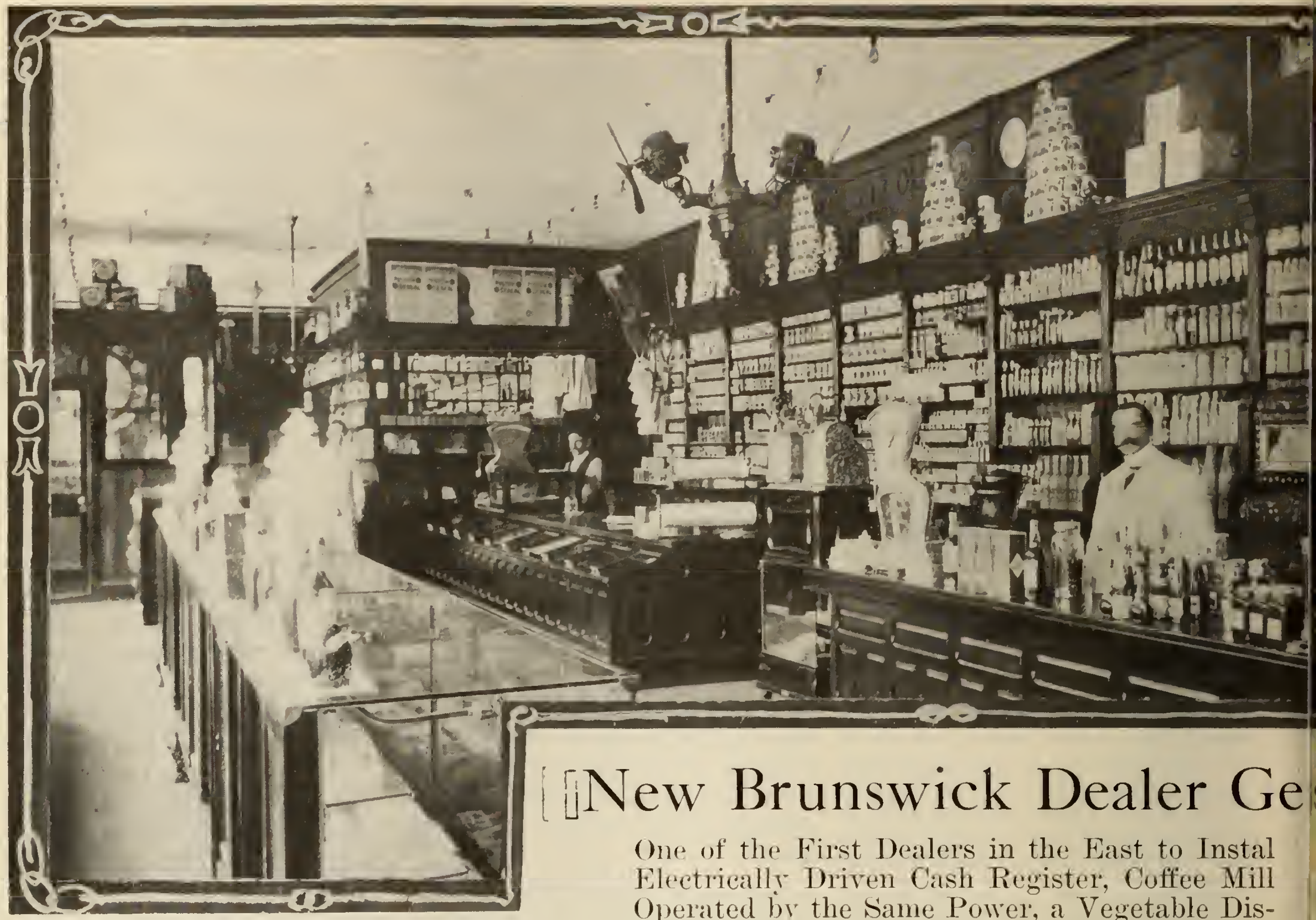
On the right is the main grocery counter. Near the door will be noted an extension of the lower part of the counter which serves the purpose of showing goods without having them on the floor.

The even display of canned goods on the railing, arranged in pyramid form is not unattractive.

Dean & Lacey are strong believers in the power of display to make sales. They maintain that displays suggest purchase, particularly if the goods are such that by their quality they create a desire to buy. It is, therefore, their aim to show as many quality lines as posible and thereby run the chance of making more sales. The customer who comes into their store usually takes away something she had not formerly thought of.



View of the interior of Dean and Lacey's store at Sherbrooke, Que.



Interior of the Philps store in St. John, N.B., with counters, show cases, cash register with lead-glass case beneath, offices in rear, two double electric fans, etc.

New Brunswick Dealer Ge

One of the First Dealers in the East to Instal Electrically Driven Cash Register, Coffee Mill Operated by the Same Power, a Vegetable Display Fountain and a Cheese Cutter—Combined Show Case and Refrigerator Which is a Handsome and Useful Piece of Furniture — Silent Salesmen and the Value They Have Been — Window Show Case Which Opertaes on a Track.

Written for the Canadi

IF many grocers in the Maritime Provinces are known as "up-to-date" in their methods of doing business, then Charles L. Philps, who has been in business in North End St. John, New Brunswick, for the last thirteen years, must be "ahead-of-date" or at least must have been considered such a few years ago. When various dealers within the last few years began to introduce into their stores new fixtures and novelties, said fixtures and novelties were and had been for a considerable space of time regarded by Mr. Philps as indispensable in his store management. He had already had them for some time in use and hence he was familiar with their many advantages—their power as salesmakers and expense-savers.

Electrically Driven Cash Register.

Many fixtures such as are now to be found in every grocery store of even the more meagre pretensions, were established in Mr. Philps' store long ago. He had in position in his big roomy store, an elegant cash register not only lighted but operated as well by electricity. It is said that there were few, if any, to correspond with it, even in Montreal, at that time. There were registers of course but none that were of this design and mechanism.

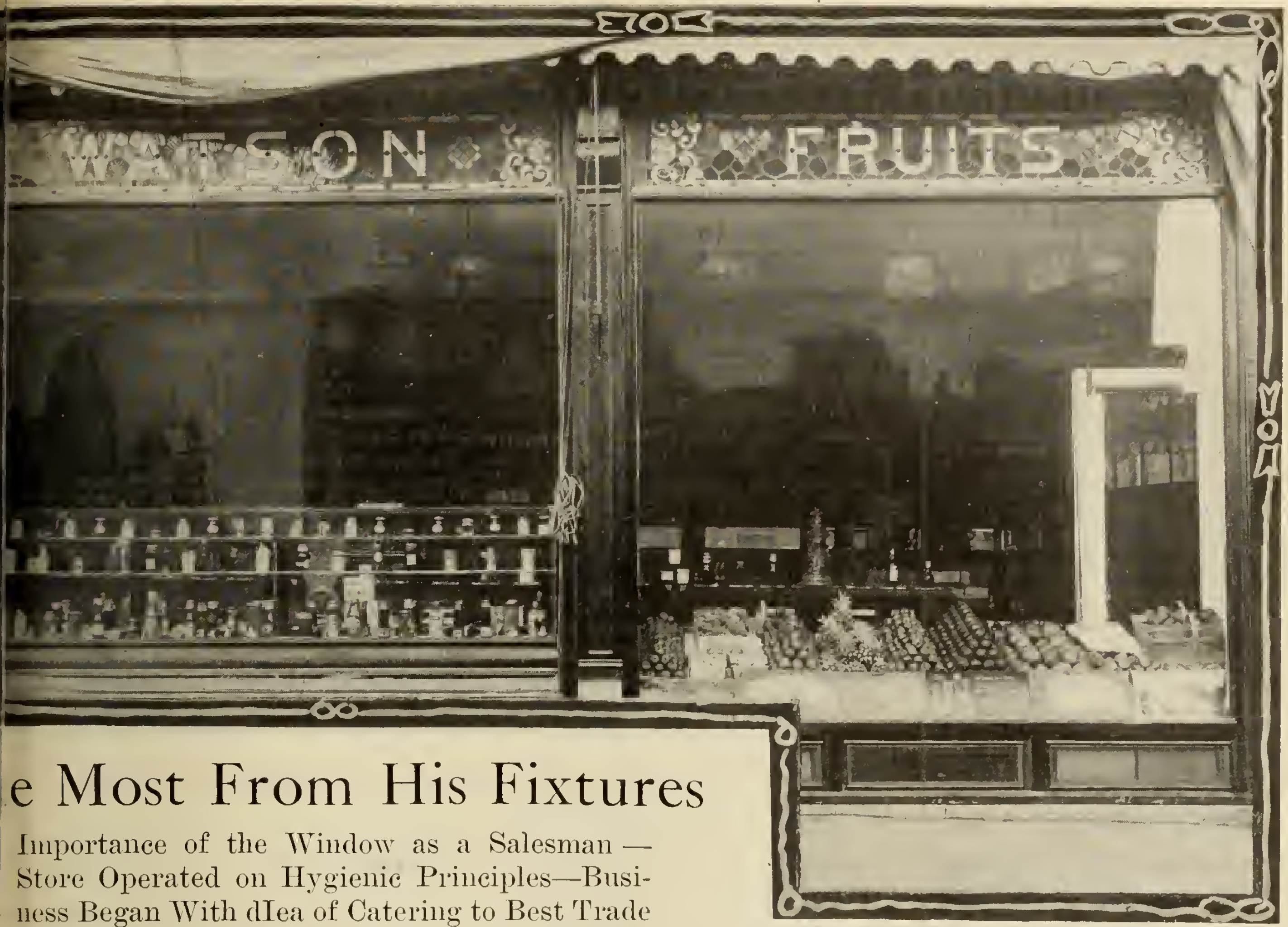
There are several other fixtures which were seen in his store some years ago for the first time—a patent meat slicer for instance, the first in the Maritime Provinces; the first electric coffee mill, first vegetable mist machine, and other such fixtures, and the only show-case refrigerator of its kind in the territory east of Toronto, and including that city also.

The Idea Behind the Business.

In short Mr. Philps when he first established his business did so with the idea uppermost in his mind that he was to cater to a paying trade, to a line of custom that wanted the very best and that desired to buy in a store where everything was as good as it could be. That he has succeeded in his lofty ambitions is evidenced in the fact that he has remained so long in business at the one stand, has retained practically all the patrons whose names were first inscribed upon his books, and is still negotiating a tidy trade. He has built up an exclusive list of customers, particular in their wants, and who have become accustomed to finding only the most select stock in his store. The trade is almost 90 per cent. on credit, but it is substantial and reliable and very nearly as good as cash, in fact it is in many ways in Mr. Philps' estimation, superior.

One cannot but be impresed with the cleanly atmosphere pervading the big store. It is situated in the heart of an extensive residential section. One door, the main entrance, is on the junction of the streets, while there are two others at the side. The entrances are laid in nicely blocked tiling, and the main has swinging doors, and outer ones as well with large glass panels in each.

It would be hard to find better opportunity for window display than is of-



Above photo is of two windows from Douglas Avenue, one containing sliding show case with display. Name "Watson," comes from Philps & Watson, former name of firm.

e Most From His Fixtures

Importance of the Window as a Salesman — Store Operated on Hygienic Principles—Business Began With dIea of Catering to Best Trade in Residential District—No Boxes or Anything Else Allowed to Congregate on the Floor—The Displaying of Confectionery—Working Out a Policy of Progress.

cer by Jas. B. Dever.

fered in the big double window on Main street and in the long stretch of plate glass along the side avenue. Mr. Philps certainly takes advantage of it for the windows are always most attractive in appearance, and are frequently changed and trimmed with novelties and specialties calculated to induce custom.

He regards them as important features in salesmanship, making a silent but forceful appeal to the taste of the passer-by.

No Frost on the Plate Glass.

On the front or Main street windows are noticed curtains of silken texture, which though quite expensive are very convenient and rather attractive as well. An electric heater with the heat conveyed through a pipe hidden from view from the street, is installed in the windows and keeping the frost from the pane permits of an unobstructed view all through the winter.

Rows of glass shelves fixed tightly in position to the walls are ranged in the upper parts of the window on which are shown the different lines which are being particularly featured that week—for instance tempting looking bottles of preserves, olives, or relishes, each resting on dainty white paper doilies, with a variety of other similar lines displayed on the floor beneath, each with its own separate doiley to stand on. The other windows are used for a variety of articles, depending largely upon the seasons.

Moving Window Case on Track.

In the third window is noticed a long show case such as is not usually seen in window displays. It is twelve feet in length and runs on a track inlaid in the window floor, so that when it is desired to clean it, the whole case can be easily moved backward as it runs on roller bearings. In it special displays of extra features are made, and its force is effective as the average silent salesman found in the interior of the stores.

Long rows of glass shelves range along the side of the store behind the counters which are fitted with drawers or bins for stock. On the shelves are attractively featured his extensive stock of bottled goods, pickles, relishes, preserves, etc., ranged with care and precision and easily reached by the clerks. Mirrored panels are fitted underneath the shelves separating the drop-handle bins for coffees, etc., kept in the front part of the store. "I used to keep cereals in bins just as many other dealers," said Mr. Philps in showing the writer through the store, "but I experimented in keeping them in tin, and now I have no trouble with mice or vermin, or in any other way."

The Value of the Fixtures.

On the front counter near the bins is noticed the electric coffee mill, said to have been the first in the eastern provinces. It is just handy to a computing scale, which kind is used throughout the store.

Many Canadian Grocers Tell of Value of Fixtures

Great Difference in Number and Value of Fixtures and Equipment Installed from Several Years Ago—Dealers Themselves Point Out Uses They Are to Them — Those Dealers Requiring Fixtures Should Read What These Men Say.

Go into any of the better class of grocery stores in Canada to-day and you will find a vast change from the shop of two, three and four decades ago. Years ago one found little or no equipment apart from an ancient scale, a crow-bar for the brown sugar barrel and a butcher knife for the pork.

Shelving for groceries then was of little use as majority of the goods were sold in bulk; there were no such things as the modern cash register, the self-measuring pumps. computing scales, pivoted bins for goods and samples, account registers, etc. To-day there are few of the good grocery stores without some of these.

Those merchants considering the purchase of fixtures and new equipment should read on this page what a number of Canadian dealers have to say about those they have in use.

Each dealer knows his own particular needs. Practically all the fixtures and equipment referred to by these merchants are advertised in this issue. If any are not, our Service Department is at your disposal.

POOLE & THOMPSON, Montague, P.E.I.—Computing scales; cheese cutter; cash register; self measuring oil tank; self measuring molasses pump; elevator.

"We would not be without any of this equipment or these fixtures for the money they cost us," state Poole & Thompson.

J. F. MILES, Sydney, N.S.—This dealer has great faith in egg carriers. "These," Mr. Miles states, "are economical as we have not broken eggs to make good. They are very satisfactory to us. We have a fine large refrigerator which is not only an ornament to the store but prevents great loss in perishable goods." The Miles store use many display baskets. "This is one of the best equipments we know of," says Mr. Miles, "for selling goods. They are also inexpensive." Other equipment includes a coffee mill, computing scales, safe and silent salesman, all of which are valued.

TINDALE BROS., Arthur, Ont.—Cash register; coffee mill; computing scale; safe; self measuring oil pump and clothing ward-robes.

"We would not," say Tindale Bros., "be without a self measuring oil pump. We consider the purchase of it money well spent. And no business should be without a cash register. It is a great check on hired help, besides its other advantages.

"A ward-robe in a store is very handy and helpful in the matter of keeping clothing protected.

"To make sure of getting the right price for any quantity there is nothing to take the place of the computing scale.

"No business should be without a good fire proof safe."

CAPTAIN KELCEY, Loring, Ont.—Gasoline and coal oil self measuring pumps; safe.

T. F. COURTNEY & CO., Halifax, N.S.—Coffee mill; computing scales; patented bin fixtures; meat slicer; cash register and safe.

"The computing scale," states this firm, "is quick and accurate; the bin fixtures are clean, they show the goods well and in general make a neat and tidy-looking store; with the coffee mill we can always supply our customers with fresh stock; the meat slicer slices the meat much more quickly and more neatly than by hand and in this way increases sales; the cash register has separate drawers which show what each clerk is doing and is much more convenient for keeping the cash correct; the safe ensures easiness of mind while the proprietor is away from the premises."

T. F. FORTUNE & SONS, Sydney, N.S.—Cash register; credit register; safe; computing scales; egg-carriers; cheese cutter; coffee mill; show cases and window fixtures.

We find," state Fortune & Sons, "that the computing scale is a great time saver as we do not have to move a beam or touch a weight. But one piece of equipment we find most helpful is the account register. It is a good collector and is a great time saver over the old system, and we thought we had that down pretty fine. The books then required nearly the whole of one man's time, but now about one day's work a month will do the checking. The accounts are always up to date, and we certainly would not be able to name a price for ours if we could not replace it."

DANIEL COUPER, Kingston, Ont.—Credit register; meat slicer; electric fan; cash register; coffee mill and safe.

WM. MULLET, Galt, Ont.—Coffee mill; computing scales; egg carriers; cheese cutter; meat slicer and two delivery waggons. Mr. Mullett states "these are all very useful in his business."

SINCLAIR & STEWART, Summerside, P.E.I.—"All the fixtures we have installed we would not want to be without," say this firm, "for twice their value. They are certainly time and money savers."

Among the fixtures and equipment in use in the Sinclair and Stewart store are coffee mill, biscuit case, egg-carriers, cheese cutter, self-measuring oil tank, refrigerator, cheese cutter case, vault and computing scales.

DILLON BROS., Halifax, N.S.—This firm have fixtures and equipment valued at $2,650, which is sufficient evidence that they consider them important. They include cash register, cheese-cutter, meat slicers, safe, computing scales and two silent salesmen.

W. J. HOPGOOD & SON, Halifax, N.S.—Among the fixtures of this Nova Scotia firm are patented pivoted bin fixtures, coffee mill, cash register, cheese-cutter, meat slicer, safe, and computing scales.

System for Departmentalized General Business

How the MacNamara Company of Chapleau, Ontario, handle their various departments—Separate records are kept of sales of each clerk daily, as well as sales in each department daily—Expenses are divided up among the various departments—A complete summary of a year's course of management.

Written for the Canadian Grocer by W. R. MacNamara, President and General Manager.

Replying to your correspondent who enquires as to whether it is possible or expedient to put a general business of $50,000 per year on a department basis, I would answer "yes," most emphatically, to both questions. When I took charge of this business four years ago, it was about the size of the business in question, and I resolved then to put same, as far as possible, on a department basis, and have ever since been working on my system, until I believe I have it nearly as I wish it.

In outlining my system, I take it for granted that the parties in question are already running a set of books complete in so far as to enable them to take off a monthly trial balance, etc., with expense account, freight and express account, profit and loss, merchandise or trading accounts, etc. Without such a system it is impossible to departmentalize and so many merchants seem to consider that the customers' ledger, cash book and an attempt to keep track of what they owe is all the bookkeeping necessary that it is hard to know where to start.

Apart from my customers' account—loose-leaf ledger, I have a wholesale ledger, general or private ledger, cash book, sales book, invoice book and journal.

THE DEPARTMENT STORE.

The Canadian Grocer has received requests frequently from merchants for information with reference to the departmentalizing of their stores. One merchant wrote recently, asking for details of a system which would enable him to keep separate records for each department of his store. Knowing that the McNamara Trading Co., of Chapleau, Ont., had a splendid system of this kind, an effort was made to secure details of same. Mr. McNamara has kindly responded with the following lucid and complete explanation.

The system covers dry goods and groceries—in fact, a general stock—but it could be adopted for use in keeping separate records of the various departments including other lines.

My general ledger contains trading account for each department, expense account, freight and express account for each department, bank account, profit and loss account, interest account and discount account, also capital stock.

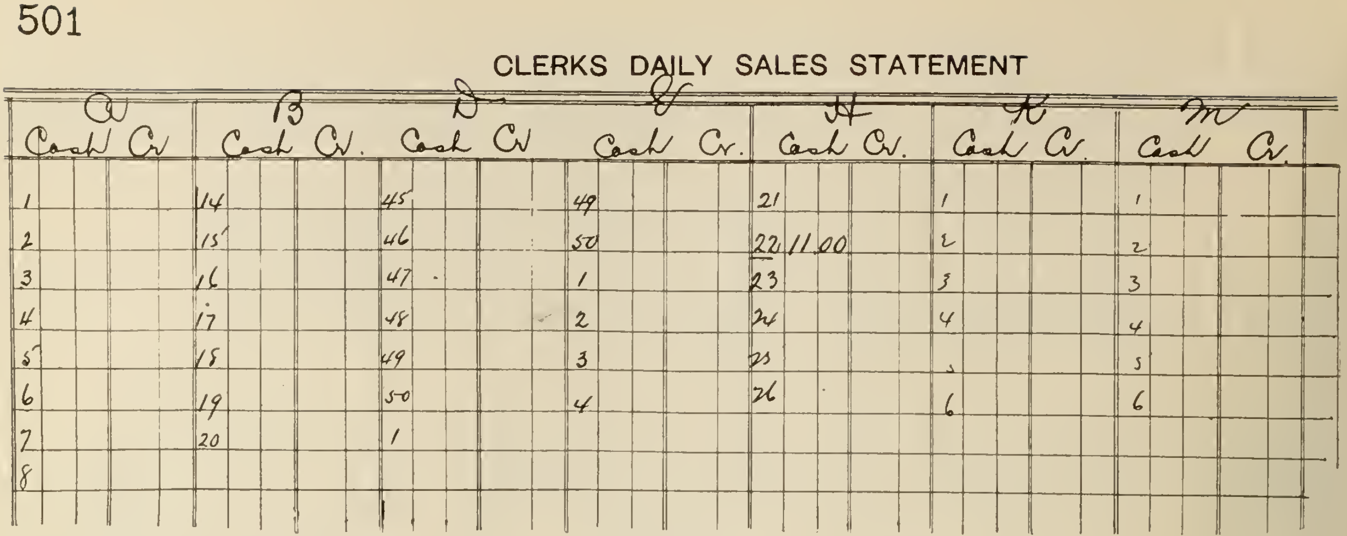
Call Stock Into Scribblers.

We will suppose we are starting off the year and wish to put our business on a systematic departmental basis. The first thing necessary is to take stock. In order to get this accurately departmentalized I have always called all stock into scribblers, and re-copied into the inventory book, relegating each article to the department to which it belongs while doing so. This, of course, involves more work, but has the advantage of speed in calling in the stock from the shelves, which I try to arrange to do all in one day, and also prevents errors in departmentalizing which are almost bound to occur in the rush of getting the stock called in.

Seven Departments.

I have always divided my stock into seven departments, as follows: Department A, groceries; department B, dry

A view of the store of the McNamara Trading Co. Mr. McNamara is shown in the inset at left.



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CLERKS DAILY SALES STATEMENT

A			B			D			G			H			K			M		
	Cash	Cr		Cash	Cr.		Cash	Cr		Cash	Cr.		Cash	Cr.		Cash	Cr.		Cash	Cr.
1			14			45			49			21			1			1		
2			15			46			50			22	11.00		2			2		
3			16			47			1			23			3			3		
4			17			48			2			24			4			4		
5			18			49			3			25						5		
6			19			50			4			26			6			6		
7			20			1														
8																				

FIGURE 1. FOR RECORD OF EACH CLERK.

When the duplicate of each counter check goes up to the cash girl she enters the total, $11.00, to the credit of clerk "H," opposite the number of the check itself, 22. In this way a daily record of the sales made by each clerk is kept. There are separate columss for cash and credit sales.

goods and ladies' ready-to-wear; C, gents' furnishings and clothings; D, boots and shoes; E, house furnishings; F, hardware; G, butter and eggs.

There are, of course, in a general store a lot of lines that it is hard to know where to place and which do not deserve a department of their own. These I have tried to classify as well as I could and once placed in the department decided on it soon seems natural that they should be so included. These are items such as traveling goods, stationery, jewelry, etc.

Having taken stock, a balance should then be taken, as is usual. Then to start the new year each department should be debited in the trading account with amount of stock as per inventory.

Now to departmentalize the sales, which is one of the biggest difficulties with most general stores. After trying several ways I have adopted the following system:

Separate Clerks, Separate Departments

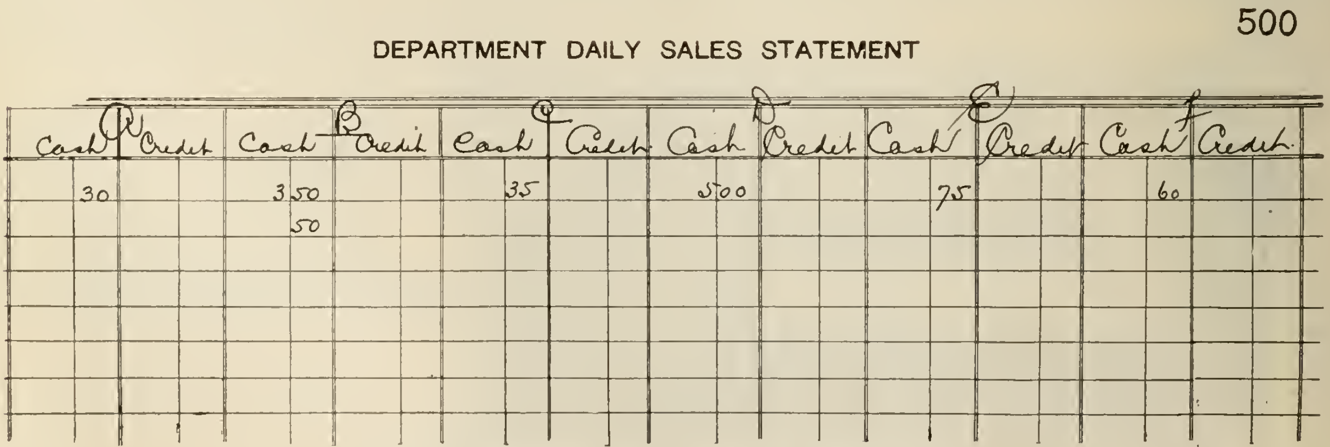
I have two books ruled as figures one and two, one headed Clerks' Sales Book, and the other Department Sales Book. In the first book, each column represents a clerk, and each half column the cash and credit sales of that clerk respectively. Each clerk is supplied with counter check book, the usual duplicating style, and each has to account for every check in this book. In the event of one being destroyed in any way it has to be reported to the office and marked "void" in the space allotted it in the Sales Book. In the other book each column represents a department and each half of column cash and credit sales of this department respectively.

Now let us imagine that a sale has been made as per enclosed counter check marked Fig. 3. This sales slip in duplicate is sent over the cash carrier to the cash girl who checks total, makes change, stamps customers check (paid), and returns to clerk.

Entering Up Different Items.

You will now notice that this is check No. 22, clerk H. In the clerks sale book, therefore, in column H, space marked 22 and cash portion of same (sale being a cash one) entry is made of $11, being total amount of the sale. The girl then takes the check and enters it into the Department Sales Book. You will see the first item is boots $5. This is entered in Cash Column, Department D. The next item being a skirt goes to department B, and so on until each amount is entered to the department to which it belongs. If the sale had been a charge sale, exactly the same method is used except that the charge column in each book would be used.

At the end of every day the totals of the two books are got. (I have found it necessary to instal an adding machine



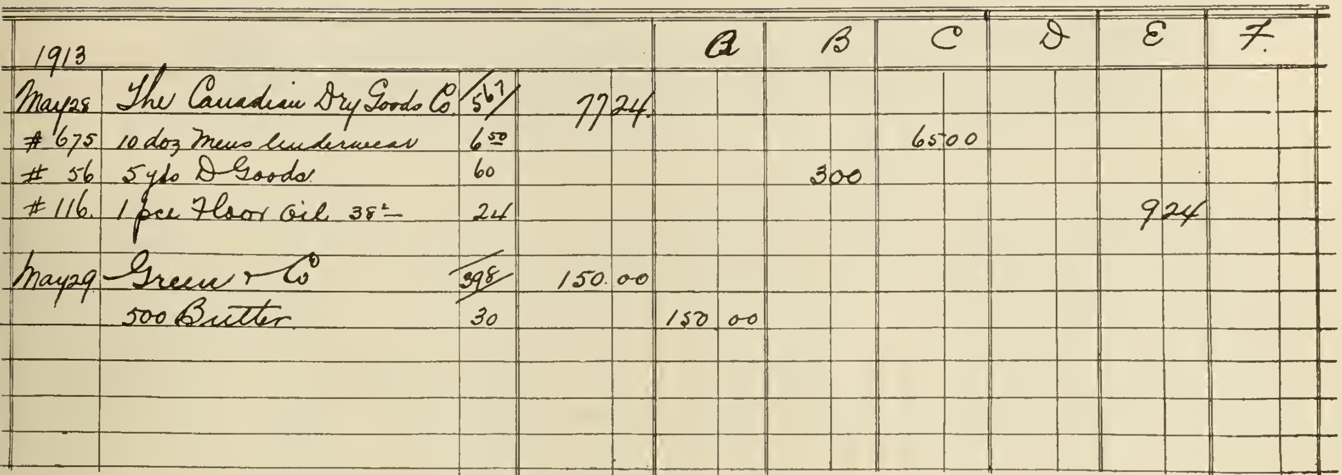
500

DEPARTMENT DAILY SALES STATEMENT

A		B		C		D		E		F	
Cash	Credit	Cash	Credit	Cash	Credit	Cash	Credit	Cash	Credit	Cash	Credit
30		3 50		35		5 00		75		60	
		50									

FIGURE 2. KEEPING DEPARTMENTS SEPARATE.

This sample page out of the department sales statement shows the seven items on a counter check divided up amongst six departments, A being groceries, B dry goods, C gents' furnishings, D boots and shoes, E house furnishings and hardware. All bills made out each day, whether for cash or credit sales, are treated in this way, and at the end of the day the totals of each column show the total sales in each department. These amounts are transferred to another book, where the monthly records of each are kept.



1913				A	B	C	D	E	F
May 28	The Canadian Dry Goods Co.	567	77 24						
#675	10 doz Mens Underwear	6.50				65 00			
# 56	5 yds D Goods	60			3 00				
#116.	1 pce Floor Oil 38"—	24						9 24	
May 29	Green & Co	398	150.00						
	500 Butter	30		150 00					

FIGURE 4. INVOICE BOOK.

This is used for dividing the items of each purchase among the different departments. For instance, the total amount of one invoice, $77.24, is kept in a column by itself, from which it is posted into the wholesale ledger. The name of the firm and the amount appear in red ink. Below are entered the three items in black ink, and the totals, $65.00, $3.00 and $9.24, are entered in the respective columns assigned to each department. These are totaled up as you go along, and the amounts, month by month, charged to that department in the trading account. The amount of the first column must, of course, balance the totals of the other seven.

to get this done promptly and correctly). Of course the cash sales for each book must be identical as also the charge sales. This has the effect, of course, of a double check on your sales as well as showing which clerk is selling the goods, and departmentalizing the sales at the same time. It is of course necessary that the girl in charge should know to what department each item belongs, and at first it is necessary to have an itemized list, but as she gets accustomed to her work and learns this, she will not need it.

The Daily Sales are then posted from the Department Sales Book to the General Sales Book, in which I have a record of every day's business since we opened the doors. The months' totals are then posted to the credit of each department in trading account.

Charging Up the Purchases.

The next matter is to have the purchases charged correctly to each department. In a general business, many lines often come on one invoice and to obviate that I had printed an invoice book as per Fig. No. 4. You will notice that there are seven columns, one for each department, and besides this there is a total column in which the total amount of the invoice is entered in red ink. From this column the amount is posted to the credit of the respective wholesale house in the Wholesale Ledger. The invoice is then entered item by item and carried forward, an item at a time, to the Department Column to which it belongs. This is totaled up as you go along and of course the total of the first column must equal the totals of all other columns combined, or there is a mistake somewhere. This book gives you a permanent record of your invoices, that can be referred to at any time by looking up item in Wholesale Ledger and turning to Folio Number. The total for each department at the end of the month is charged up, to that department, in the trading account.

The Freight and Express are divided to each department as the bills are paid, and charged daily from the Cash Book to the right department of the Freight and Express Account.

General Expense Account.

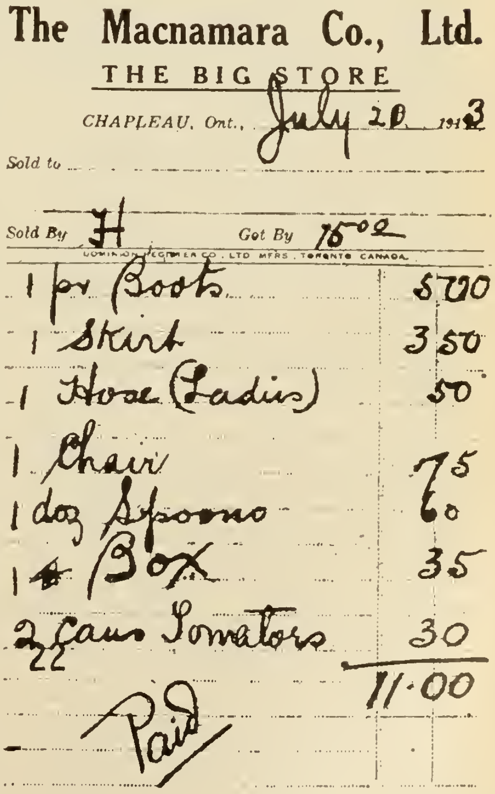
The one item I have found hard to properly departmentalize is that of expense, so I have a General Expense Account and do not attempt to classify expense as we go along. In a store such as ours clerks are not held down to one part of the store and warehouse room is shared by all departments; delivery expense is also shared by all departments, and so on. At the end of the year I take the total expense and the total sales of the whole store and find percentage it costs to do business. Then from the total sales of each department it is an easy matter to apportion the expense that should be charged to each.

Returns of Articles.

I have forgotten to mention, with regard to sales, that there are of course a certain amount of returns. If this has been a cash sale and the money refunded, the amount has to be paid out of the General Cash and charged directly to the department from the cash book.

If it were an article returned and to be credited on some customers account the clerk makes out a "credit" slip and same is marked in both Sales books in red ink. When adding up the sales these amounts are not included but on the contrary are themselves added up

(Continued on page 130.)



The Macnamara Co., Ltd.

THE BIG STORE

CHAPLEAU, Ont., July 20 1913

Sold to

Sold By H Got By 15 02

DOMINION REGISTER CO., LTD MFRS. TORONTO CANADA

1 pr Boots	5 00
1 Skirt	3 50
1 Hose (Ladies)	50
1 Chair	75
1 doz Spoons	60
1 Box	35
2 Cans Tomatoes	30
22	11·00

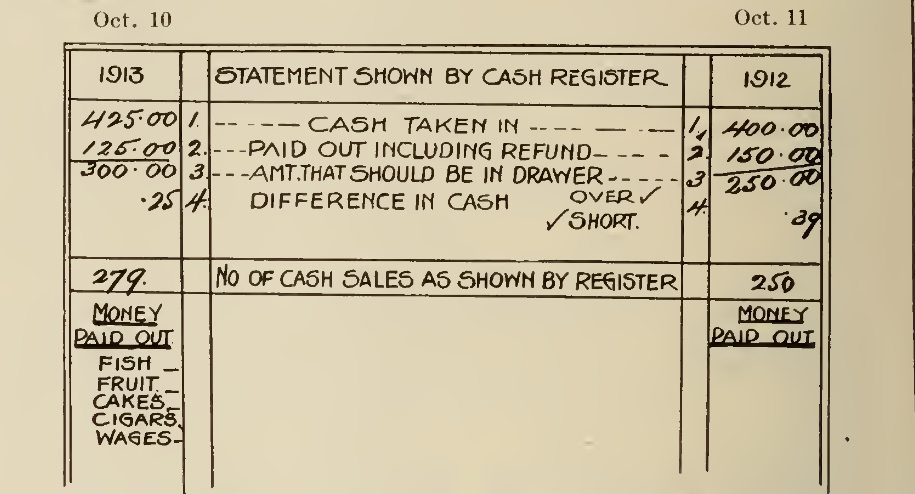
Paid

FIGURE 3. SIX ON ONE BILL.

Facsimile of a counter check showing goods belonging to six departments on the one bill. This is forwarded to the cash girl, who enters the total amount to the credit of clerk "H" in one book (see figure 1), and divides the separate items amongst the proper departments (see figure 2).

A Record Showing Daily and Weekly Cash Sales

The Information Supplied by Cash Register Used to Good Advantage by Hamilton, Ont., Grocer—Has Total Cash Received and Total Paid Out in Special Book for Every Day in the Year—Value of Keeping Tab on Business Progress.



Oct. 10				Oct. 11
1913		STATEMENT SHOWN BY CASH REGISTER		1912
425.00	1.	-----CASH TAKEN IN -----	1.	400.00
125.00	2.	---PAID OUT INCLUDING REFUND---	2.	150.00
300.00	3.	---AMT. THAT SHOULD BE IN DRAWER-----	3	250.00
.25	4.	DIFFERENCE IN CASH OVER ✓ ✓SHORT.	4.	.39
279.		NO OF CASH SALES AS SHOWN BY REGISTER		250
MONEY PAID OUT FISH — FRUIT — CAKES — CIGARS — WAGES —				MONEY PAID OUT

Page from a daily record book showing amount of cash taken in and paid out, amount that should be in cash register every night, and number of cash customers each day.

WHAT a satisfaction it is to know where one is at in business! Imagine a manufacturer of a particular article making any kind of a success and not being acquainted with the amount of sales turned in from week to week, month to month and year to year.

Yet there are still a great many dealers in the grocery business who have no record of sales other than their bank accounts and what they are carrying around.

Systems are many and varied for keeping close tab on how the business is progressing. Their nature depends usually on the equipment. Whatever equipment a dealer may have he should devise some plan for knowing his daily sales quickly and for comparing them with the previous year. It is only in this way that he knows whether he is going forward or backward. For if he is adding to cost a similar margin from year to year to cover his expenses and profit, he will know pretty closely whether he is gaining or losing. If the latter, he has a cue to change his tactics and employ other methods.

Making Good Use of Cash Register.

The diagram shown herewith represents the system Eric C. Jamieson, a Hamilton, Ont., grocer, has for keeping track of the daily and weekly sales. His method is based on the information received from the cash register. The diagram shows that Mr. Jamieson has the daily sales of two years on the same page.

The first line indicates the amount of "Cash Taken In" each day. On Saturday, October 5, 1912, say, for instance, that the sales amounted to $400. Suppose on the corresponding date this year the cash register shows sales to be $425, isn't it an easy matter to jot down these figures, the former to the right and the latter to the left?

Amounts Paid Out in Detail.

Line No. 2 shows the amount paid out that day, including refunds, if any. This takes in wages, fruit, cakes, fish, cigars, etc., which would likely be paid for from the cash register over the counter. It will be noted Mr. Jamieson keeps a record of what is paid out each day on the margins so that this daily statement furnishes him with considerable extra information which would be impossible to hold in one's head. On October 5, 1912, say $150 were paid out and on the corresponding date this year $125. These amounts subtracted from the "Cash Taken In" indicates the "Amount That Should be in Cash Register Drawer." If there is a "shortage" or something "over" it is recorded in the margin and ticked off accordingly.

Occasionally, Mr. Jamieson finds something over or something short and he is frequently able to determine the reason. Probably a customer was given 50 cents short in change. She finds it out and tells him of it. If he has 50 cents too much in the drawer he knows at once she is right. If he is short the chances are someone gave out too much change. A warning may be issued in either case to be more careful in future.

Has Number of Cash Customers Daily.

Another bit of interesting information on this page is the number of cash customers in the store on any particular day. On October 5, 1912, there were, say 250; on October 4, 1913, there were 279. Mr. Jamieson sees at once whether he is getting the people to the store or not. He operates a corner grocery in a residential district and so a great many people come in to do their purchasing.

Having the sales for the two corresponding days on the one sheet it is but a simple subtraction problem to find out his increase or decrease, should there be one. This is marked in the centre of the page. At the end of the week the total sales for the six days are added and compared with the corresponding week of the previous year. Mr. Jamieson has this phase of his business system so well in hand that he can tell you what his average increase per week is since the first of the year. To show that business has been good with him this year, it might be here mentioned that up to a couple of weeks ago when he was seen by The Canadian Grocer, he had an average increase of $96 weekly in cash sales only.

"It is very satisfying to know where you are at," he remarked in discussing the system.

Time Well Spent.

And isn't it worth the trouble? There are no doubt a great many dealers who have this sort of information at their fingers' end, but is there any reason why everyone should not have it? Some may say they haven't the time to put into the maintenance of such a system. But could they spend their time more profitably? No business can be great and be not built upon absolute knowledge of what progress is being made.

No better advice can be given than "know where you are at."

New Method of Handling the Counter Checks

Niagara-on-the-Lake Firm Has Them Done Up in a Bound Book With Six Checks to a Page—Perforations Allow These to be Torn Off One by One—Duplicate Sheet is Red—How Accounts Are Sent Out and Objections Traced.

THE problem of the basketful of loose counter checks has always been a difficult one for the average grocer.

For years he has kept a duplicate of the credit bills he sent out daily, and the housekeeper has kept her bills and totalled them each month. If she received a statement from the store that exceeded her own total there was a wild search for the date and the bill that was missing from her bundle. Usually it took a good deal of time to discover the duplicate with the detailed list of goods before she was satisfied to square her account.

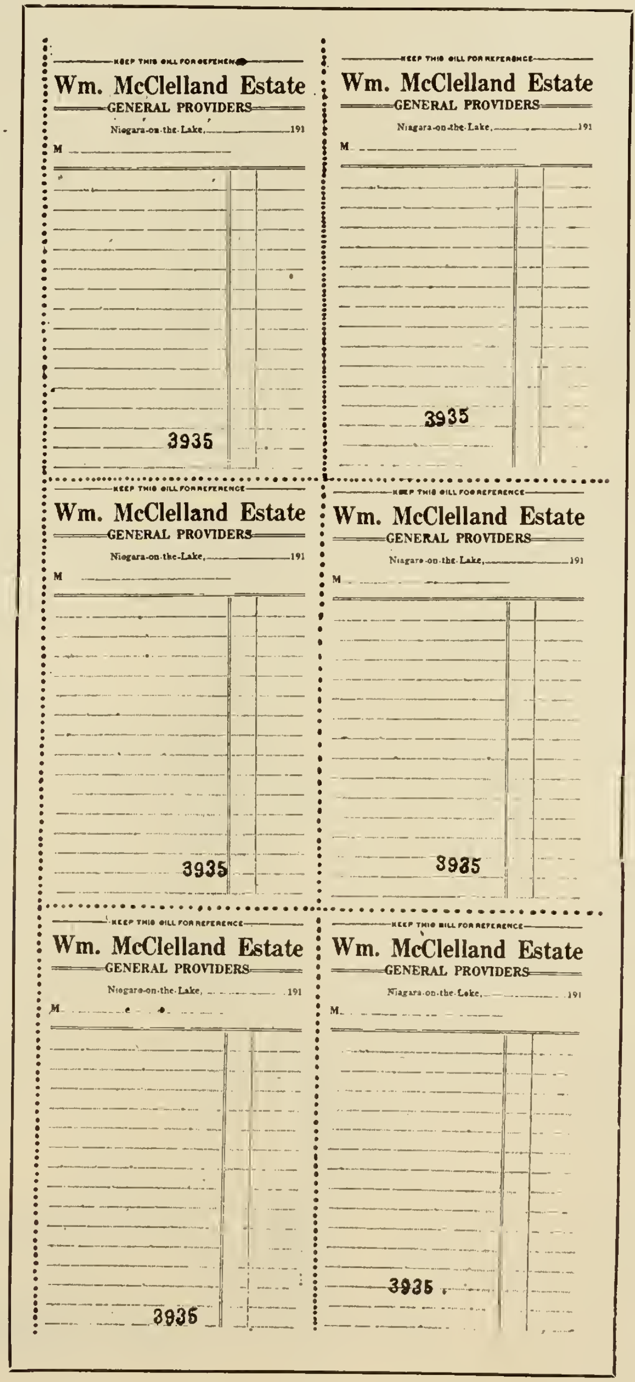
In time a system was worked out—so simple that every one "felt like kicking himself" for not discovering it before—by which the total is carried forward on each bill. This system has been adopted in many stores, and is proving highly satisfactory.

Counter Checks in Bound Volume.

McClelland Bros., William and Fred, Niagara-on-the-Lake, Ont., have worked out another system. They discard the "basket" by having their counter checks bound in a large book, with six forms on each page, as shown by the accompanying illustration, and perforated to allow of their being torn out. With each is a duplicate page in a red color to distinguish it. This receives the impression of the carbon paper and a record of the six accounts. There is no perforation on this page, for the white paper ones are for the customers and the red paper ones remain attached to the book for the firm itself. Thus the duplicates of all bills are in bound volumes instead of in loose sheets, stuck every day on files.

How Pages are Numbered.

The system is, however, carried further to a very useful conclusion. The problem next was how to keep track of the bills in each of these volumes: how to duplicate a special check for a customer if one was lost. Mr. McClelland hit upon the plan of numbering each page consecutively. For instance, a customer bought goods on August 4, and this was filled in in a bill for $3.21, marked 623. When this was torn out and handed over there was left in duplicate the bill in red paper, also numbered 623. On August 8 the same customer had her items, amounting to $4.18, written down on a check numbered 974, and underneath the duplicate had the same number.



KEEP THIS BILL FOR REFERENCE
Wm. McClelland Estate
GENERAL PROVIDERS
Niagara-on-the-Lake, ...191
M
3935

KEEP THIS BILL FOR REFERENCE
Wm. McClelland Estate
GENERAL PROVIDERS
Niagara-on-the-Lake, ...191
M
3935

KEEP THIS BILL FOR REFERENCE
Wm. McClelland Estate
GENERAL PROVIDERS
Niagara-on-the-Lake, ...191
M
3935

KEEP THIS BILL FOR REFERENCE
Wm. McClelland Estate
GENERAL PROVIDERS
Niagara-on-the-Lake, ...191
M
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KEEP THIS BILL FOR REFERENCE
Wm. McClelland Estate
GENERAL PROVIDERS
Niagara-on-the-Lake, ...191
M
3935

KEEP THIS BILL FOR REFERENCE
Wm. McClelland Estate
GENERAL PROVIDERS
Niagara-on-the-Lake, ...191
M
3935

These 6 counter checks form one page in bound volume and are torn out one by one at perforations, leaving the duplicates. When customers lose counter checks the duplicates are easily turned to.

At the end of the month the account sent her read after this fashion: 623, $3.21; 974, $4.18; 1,128, $1.95; 1,320, $5.25; 1,342, .75; 1,518, $6.27; 1,550, $1.36; and so on.

She in her turn looked up her bills; the dates were on them, of course, but immaterial. She found all but No. 1,320 for $5.25. She went to the McClelland store and asked for that number. The book, now filed away, was brought out, and page 1320 turned up, and there was the account in detail, and the woman was satisfied and settled up.

Simplifying the System.

One or two points about this system need additional explanation. It has been mentioned that each check was numbered, and there were six on each page. That would mean either that each page contained six numbers, say, 623, 624, 625, 626, 627 and 628, or that the same number was stamped on all six—namely, 623. Thus six customers might have checks numbered 623, but if any particular one asked for a duplicate there would be no chance of getting mixed, for her name would occur only once on duplicate page 623. The numbering of each check separately is, of course, the ideal way, theoretically, but it would involve greater expense in printing or stamping, and be slightly more difficult to pick out the page itself.

Size of the Bound Book.

As each page contains six checks, a book of the double 200 pages would be sufficient for 1,200 accounts. As soon as each book is filled up it is filed away in a handy form for future reference.

A system of this nature, of course, will mean that every employee will have a separate book of blank checks, or that one is supplied for each "centre" where

(Continued on page 122.)

An Invoice Book That Saves Time and Money

System That Checks Up the Correctness of Drafts as Presented Daily by the Bank Messengers—Page Devoted to Each Wholesaler and Manufacturer on Which Are Records in Brief of All Invoices, Credit Checks, Returned Goods or Empties, Discounts and Payments Made.

WHEN the bank messenger calls at your store and presents you with a draft, what do you do? Do you look at it, note the firm's name who wants the money, accept it and close the transaction? How do you know the amount is correct? Do you have to scurry around among a file of invoices to find out?

Probably there are enough questions already asked, but there are many significant ones on this matter of attending to invoices properly, and so be in a position to accept or decline a draft when it is presented.

It may first be assumed that every man in business is there to make an honest living. When he makes a purchase he accepts an obligation to pay for goods bought. He has no intentions of trying to evade payments. The business is accepted by the wholesaler or manufacturer on that basis.

Get Rid of Antiquated System.

If the retail dealer has no scruples against the draft system (and there seems no reason why he should), then why should not drafts be attended to promptly? This cannot be the case where invoices are filed on a hook in one bunch, one on top of another as they come in. That may be an easy plan on arrival of the invoices, but when it comes to paying for the goods, it is most cumbersome and apt to occasionally result in a mild form of brain-storm.

J. W. Bowman, King Street E., Hamilton, Ont., has a system to cover this objection. He can tell in half a minute whether a firm has drawn on him for the proper amount or not. He operates an "Invoice Book." In conjunction with this is an "Index Book," in which names of all firms dealt with are placed in alphabetical order.

A draft arrives from John Jones & Co., the biscuit manufacturer. He looks in the "J" page of the index book and finds the page in the invoice book devoted entirely to John Jones & Co. His own figures there show him whether the biscuit firm have drawn on him properly or not. If so, the draft is accepted; if not, the reason is stated on the back. Next time the bank messenger calls he gets the draft.

Let the reader's attention now centre on the drawing on this page. It represents a page from Mr. Bowman's invoice book and shows how he has the above mentioned information always at hand. When, say, a biscuit invoice arrives from John Jones & Co., it is entered on this page of the invoice book. On the dates indicated, for instance, he received invoices amounting to $8.32, $2.99, $8.55, etc. It will be noted these are entered on the left hand side. On the opposite side is shown how the invoices have been met. Mr. Bowman received credit on empties at one time of $9 and another of $6.50. He received $1.03 discount and paid to the firm $33.60, settling the account up to that time.

Catching the Error.

But his figures, as indicated in the drawing, are all there ahead of the draft. Suppose the draft comes in for $34.63. He looks up his invoice book and finds that the discount has been overlooked. The draft is returned to the bank with this noted on the back. He can catch an error in a moment. He never forgets a credit note from the manufacturer, because he has it noted always in the invoice book.

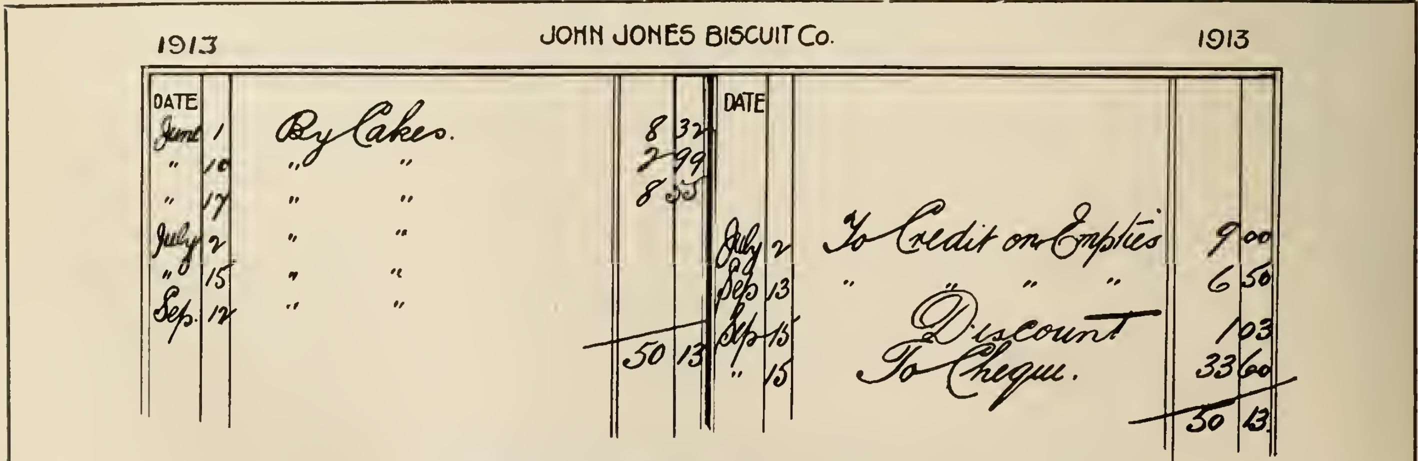
While The Canadian Grocer conversed with Mr. Bowman about his system three bank messengers called with drafts. He checked the amounts over with his own figures in his invoice book and found two correct, while the third was 80 cents too high. He was to have been given a credit of 80 cents on the last shipment, but the manufacturer had overlooked it. He easily caught the error. Where a dealer is doing an extensive trade with many firms he cannot possibly keep all these details in his head at once. He is apt to forget, and if he should he is liable to lose considerable money during the year.

"It is a great thing," stated Mr. Bowman, "to be able to have this information at a moment's notice. We all used to have to hunt through tedious files, pull every invoice off the hook, so we wouldn't miss any, and spend an hour or two in checking up these drafts. A system such as this gives you all you want to know immediately."

The invoice book is kept posted up to date every couple of days or so. Therefore, no matter when a draft arrives he has his own figures for comparison purposes.

A Conservor of Time.

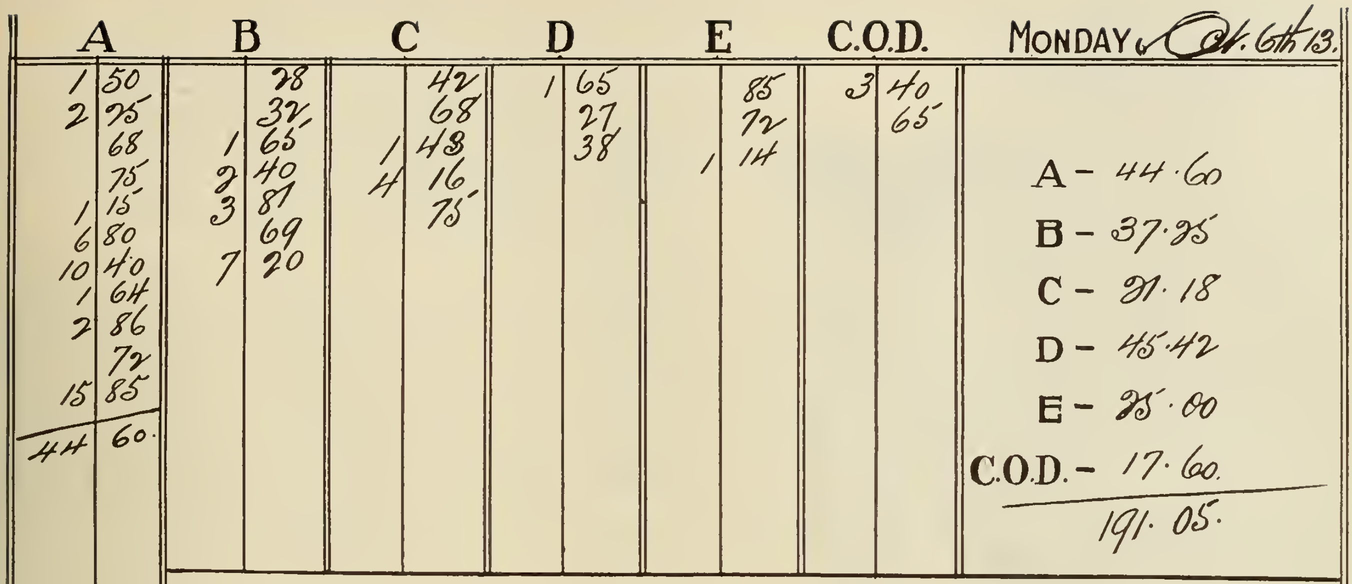
This system brings up, too, the matter of the conservation of time in the store. There is only one source through which money comes in—that is through Sales. No one can hunt through a pile of papers and sell goods at the same time. The system saves time, and time is money with customers in the store. If they are not given prompt service how can we hope to hold them?



1913 JOHN JONES BISCUIT Co. 1913

DATE					DATE				
June	1	By Cakes.	8	32					
"	10	" "	2	99					
"	17	" "	8	55					
July	2	" "			July	2	To Credit on Empties	9	00
"	15	" "			Sep	13	" " "	6	50
Sep.	12	" "			Sep	15	Discount	1	03
			50	13	"	15	To Cheque.	33	60
								50	13

The system of J. W. Bowman, showing how he operates his invoice book.



A		B		C		D		E		C.O.D.		MONDAY Oct. 6th 13.
1	50		28		42	1	65		85	3	40	
2	25		32		68		27		72		65	
	68	1	65	1	48		38	1	14			
	75	2	40	4	16							A - 44·60
1	15	3	81		75							B - 37·25
6	80		69									C - 21·18
10	40	7	20									D - 45·42
1	64											E - 25·00
2	86											C.O.D. - 17·60
	72											191·05
15	85											
44	60											

Keeping Tab on What the Clerks Sell

System of a Kingston, Ont., Firm Which Uses Cash Carriers and Employs Cashier—Daily Sales of Each Salesman and Total for the Day Always Known—Customers' Accounts Entered on Bill Each Day—Always Ready at End of Month.

James Redden & Co., Kingston, Ont., use the small cash carrier system in their store. When an order is taken and the customer pays for the goods the money is sent on the wire to the office where it is handled by the cashier.

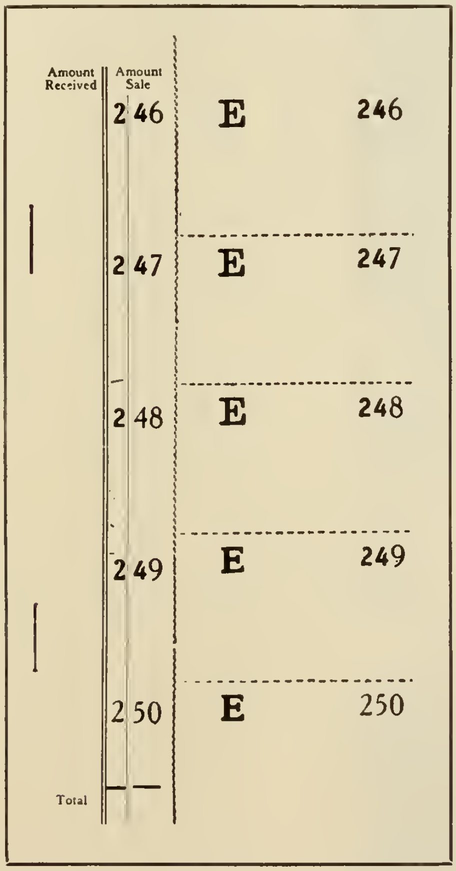
A separate pad is used by each salesman and each has a letter of the alphabet to designate him. Thus when the money is sent in to the cashier, either for change or not, the cashier knows who made the sale. She has a sheet ruled as the above illustration on which are marked each salesman's sales, including the proprietors,' Jas. Redden and W. H. Dyde. Each day a new sheet is used.

Know Total Sales Each Night.

When closing time comes the cashier totals up each salesman's sales during the whole day and places them on the right hand margin opposite each letter. These together with the money which comes in C.O.D. to the cashier direct are themselves totalled and the sales for the day are known.

With this system Mr. Dyde states it is an easy matter to total sales, weekly, monthly, yearly, etc. Each day of each year, each week and month can be compared with the corresponding period of the past year and a check is therefore had at all times on the progress of the business.

"By this system, too," stated Mr. Dyde, "we keep a check on the work of each clerk. We know every night how much business he has turned in during the day and we can always check one against the other."



Amount Received	Amount Sale		
	2 46	E	246
	2 47	E	247
	2 48	E	248
	2 49	E	249
	2 50	E	250
Total			

Page from salesman's counter book. As sale is made one of these is torn off at perforation and sent with amount to cashier.

The amount received on account each day and amount paid out are kept in a separate book. At end of each day a balance is struck by totalling sales and amount received on account and comparing that total with total in bills, cheques, silver and coppers together with amount paid out during the day for merchandise.

Check on the Invoices.

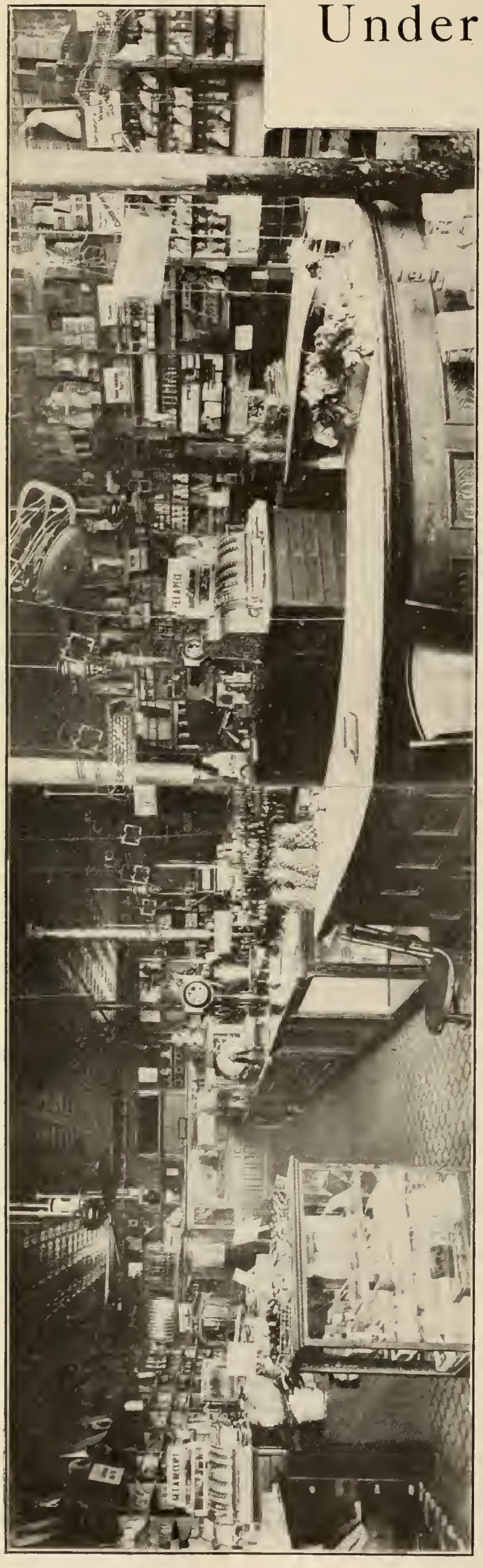
A close check is kept on invoices of wholesale and manufacturing firms. A system whereby each invoice is numbered is used so that at any time one may be looked up to find extent of last purchase. This, Mr. Dyde states, is very handy when ordering Christmas or other seasonable goods. It tends to prevent over or under buying. The invoices for each year are then put away in numbered files, easily attainable at all times.

Accounts Daily; Sent Out Monthly.

In the James Redden & Co.'s store accounts are sent out monthly. The cashier looks after this work. It is not, however, left until the month is over before monthly accounts are begun. Each day as each credit customer makes his or her purchase, it is placed in the monthly statement. In short time on the first day of each month, therefore, the monthly accounts are ready for to be sent out.

Underlying Principles of a Bi

Complete Description of the Store of the Barnsdale Trading Company of Stratford, Ont.—How Its Many Departments Have Been Apportioned, and the Importance Each is to the Whole.



INTERIOR VIEW OF THE BIG BARNSDALE TRADING CO.'S STORE IN STRATFORD, ONT.

On the left are the patent medicine, graniteware and cigar and pipe departments. The special provision counter will be noticed across the aisle. The circular counter is used for displaying vegetables, fruits and groceries in general. To the right is the confectionery and biscuit department as well as shelving for bottled and canned goods. Orders are put up in a section to the rear on the right and taken out by a side door through a passage to the delivery waggons in front. Among the fixtures are three cash registers, computing scales, cash carriers, cheese cutter, meat slicer, electric fans, and several silent salesmen.

ELIJAH KITCHEN BARNSDALE, president of the Barnsdale Trading Co., of Stratford, Ont., has been in business in that city for 41 years, and a trip through his store to-day is attended by a succession of surprises—at ingenious business systems, mechanical devices, methods for handling customers, the completeness of equipment, and the very assortment of goods in the store. It is a veritable storehouse of bright ideas in merchandising, the product of an unusual ingenuity of mind.

Just to mention two points at the outset: Every evening Mr. Barnsdale can enter his office at the rear of the store, open a book, and read the totals of the cash and credit sales of the day, the amount paid on account, and even the total amount carried on his books up to the hour of closing!

And here as a detail of salesmanship: The particular brand of dairy or creamery butter that is preferred by Mrs. A., and the different brands that Mrs. B. has found most suitable for her table, are marked down in a special book that is devoted to a weekly list of butter customers, the amounts desired and the brands, corrected for that particular week!

22,400 Feet of Store Space.

"A trip through the store."

The phrase is used advisedly. The width is 65 feet, the depth 110 feet, and the floor space 22,400 square feet. The basement is as well worth visiting as the top floor, and behind is a large two-storey warehouse that is quite used to sheltering carloads of flour and of sugar, and even of vinegar.

The store operates the following departments:

General groceries.

Provisions.

Bread—with a bakery—cakes (baked there), and candies.

Patent medicines.

Soaps and other toilet articles.

Graniteware, and other kitchen articles such as pails, mats, washing machines, etc.

Pipes, cigars and tobacco.

Crockery on the second floor.

usiness And the Man Behind

Elijah Kitchen, Barnsdale, Established the Business in 1872—Systems He Has Adopted and Methods in Use for Its Operation According to His Ideas of Things — Plans for Following Closely Amount of Business Done Each Day of the Year—Watching the Goods as They Come in and go Out.

E. K. BARNSDALE.
President of the Barnsdale Trading Co. Stratford, Ont.

Where "Curves" Come in Well.

Coming to a more minute scrutiny of this establishment, which should be studied by reference alike to the photograph of the interior and the ground plan on another page, the circular counter in the centre is one of the most noticeable features. "Curves" are not a common attitude of grocery stores, but this one in the centre, seems to connect the different sections in a way that the more "abrupt" square corners would not do. It creates a feeling rather difficult to describe, but you "feel" it's the proper thing.

Patent Medicines.

Probably the next thing you notice is the patent medicine department on the left side on entering. It looks as if it might be a regular drug store at first, but the assistant manager, George Fulcher, tells you that it is confined to package goods and patent medicines, which are among the more commonly used household remedies. There is no prescribing. Inquire further and you learn that there is a big sale for them, and that the profits are, well, what one ordinarily considers a drug store makes—far from contemptible. A silent salesman at the entrance is filled with toilet soaps. So you have the most saleable articles of a drug store featured in a grocery, and when Mr. Barnsdale comes to figure up his profits he forms no decision to give up this wing of his business.

Before leaving this, reference should be made to the window at the extreme left, adjoining the drug department. This is kept for patent medicines—a single line at a time—which have been found to advertise the whole department.

More "Household Remedies."

Behind this department is another filled with a different variety of "household remedies," in the form of graniteware, tubs, wringers, mats for the doorstep, pails, boilers, washing machines, coal scuttles, baskets, flower pots, dust pans etc. These are well displayed on wooden stands, sloping out at the bottom.

Tobacco and Cigar Stand.

Before leaving this side of the store, two other side lines should be mentioned. Near the soap display is a small stand for pipes, cigars and tobacco. There is a weekly sale of 19 and 25 cent pipes, and cigars. There is also a silent salesman for gas mantels, which have been a profitable line, as until a short time ago gas had an easy contest with electricity in Stratford.

How Provisions Are Sold.

The "centre," on the left hand side, is the provision section of the store. This is a notable feature of Mr. Barnsdale's system of salesmanship. He has a large show case, 10 ft. long, 3 ft. wide and 3½ ft. high, with ice in the centre. On one side is kept butter, and on the other bacon, ham and cooked meats. An electric computing scale is kept especially for this department. Recognizing this as a valuable means for increasing orders in other departments as well—for the woman who can depend on you for choice butter or good sliced bacon will buy other goods out of sheer decency—Mr. Barnsdale has a book kept showing day by day the number of pounds of butter that his customers want delivered, with the name of the maker, if, as is often the case, a special brand is prepared. This list is made up at the beginning of each week. Special care is taken in the purchase of eggs, too.

The rest of the space is devoted to tea, biscuits, canned and bottled goods, and general groceries.

Cakes and Confectionery.

On the right, beside the entrance to the store, are two silent salesmen, filled with all manner of cakes. Every one of these is made on the premises. The photograph was taken on a Monday morning when the cases, of course, were depleted. The sales are quite large, as the goods are known to be fresh and the variety unusually wide.

Next there is a show case of chocolates and other candies, a natural ally of the other confectionery. The shelves at the side are filled with a choice assortment of case groceries, and on top are tasty show cards, containing "few-word" sermons.

The cash registers are divided up evenly: one on the left, one on the right, and one in the centre.

At the back of the store is the "order" or "delivery" department, operated by a system that is explained later on in this article.

Store Rooms.

Passing upstairs in the freight elevator note four reserve stock rooms—1, drugs; 2, candy; 3, spices; 4, paper bags.

Biscuits are also sent upstairs, and oatmeal is put up here in bags.

Bakery Downstairs.

The basement is the home of a large bakery plant, where all the bread and cakes are made daily. It takes three delivery waggons to distribute the bread around the city.

A coffee mill and a currant cleaner, both run by electric motors, are found here too, as well as a large coal oil tank.

One Man for Warehouse.

One man is in charge of the warehouses at the rear, and frequently handles a carload of sugar, and of flour, and large quantities of vinegar and salt. Lifts are use.d The barns are under the warehouses, and all are covered with cement floors, including the harness room.

Such in brief is the disposition of the 22,400 square feet of space in the Barnsdale Trading Co.'s premises.

Barnsdale System for Camping On the Trail of Credit Buyers

Reference has been made to the fact that Mr. Barnsdale knows at the end of each day how much cash has been taken in in cash sales, and how much on account, also how much credit has been given, and the total amount of credit on the books day by day.

Not only so, but each clerk's sales are recorded in total each day, and the sales and purchases of each department are kept separate, so that at any time it is known just how much it is making or losing.

How Credit Sales Are Watched.

Another man's method of keeping account of credit sales is always of interest to the grocer, no matter how it resembles or differs from his own. This is one of the conundrums of business, how to keep down credit.

Briefly, Mr. Barnsdale's system is to provide an envelope for each credit customer; to enclose in this the counter checks day by day; to indicate on the cover the amounts of daily sales and the total to-date, and when the bill is paid this envelope and the checks are handed to the customer, and a card with a copy of the sales is retained, filed away, and the incident is closed.

When each account is paid in full it is cleared off the books, and the next one to be opened by the same person means a new entry in the books, a new envelope and a new number.

The basis of every system is, of course, the counter check. This is always marked "paid," "C. O. D.," or "charged." It is the last-mentioned that will be treated of first, as the "envelope" system relates to it only.

Dealing With New Credit Customer.

Suppose a new customer, Henry Thompson, comes in and asks for credit. If this is granted his name is entered in a book (call it Book A.)whose pages are ruled after the following fashion, running across the full width:

Date—File No.—Name—Address—Where Employed—Term of Credit—When Paid.

The date, of course, is the time when the account opened, say on Sept. 2. "File No." is 2880, which means that the name immediately preceding was 2879, and the next credit customer will be 2881. This number, 2880, will be transferred to the "envelope" later, and the account will be known by that number in every record that is made of it.

"Where employed" and "term of credit," will be filled in, in most cases, only the first time, an account is recorded, as often the man becomes a regular (and trusted) customer, these will not be found necessary.

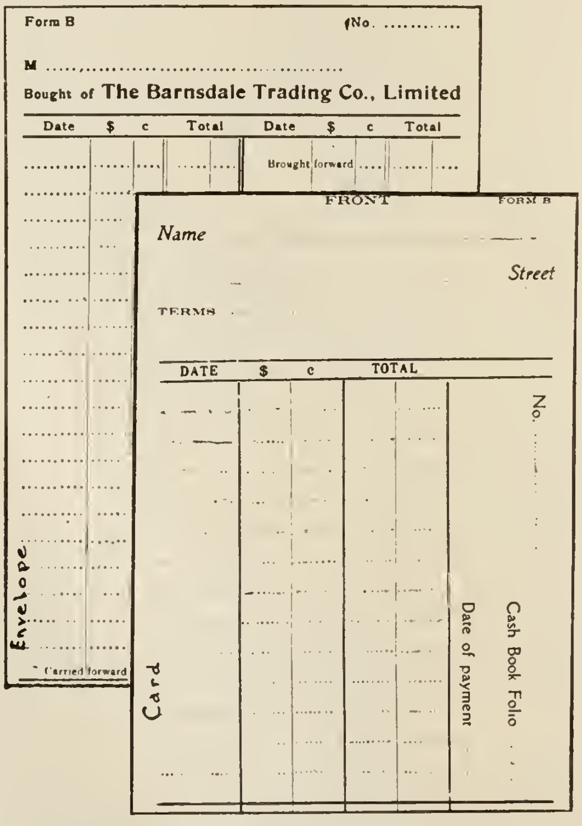
"When paid" is entered only when the full amount is paid up, usually at the end of the month, and marks the completion of account No. 2,880. When a new bill comes in, say on Oct. 1 or 2, the name will be re-entered in the first vacant number, now perhaps 2,970.

Keeping Record of Each Sale.

Now for the detailed record of credit sales made to Henry Thompson. These are taken care of in an envelope, which is reproduced in this article, called Form B. The "No." is, say 2,880, and the amount of the first bill, let us suppose, is 80 cents. This bill is marked "charged," and is sent into the office and placed inside Henry Thompson's envelope, on which the amount, 80 cents, is entered on the outside left in the first space indicated. Next day a purchase of say 24 cents is made; the check sent on, the amount marked on the outside on the second line, and now the total is also recorded, 80 plus 24, or $1.04 in the second column. Then the check is dropped inside and the envelope filed away in alphabetical order. On Sept. 5 a check of $1.57 is entered, bringing the total to $2.61, while now three checks are inside the envelope. So it goes on until the end of the month, when there are say, fifteen checks inside, and the total recorded is $18.90.

When Mr. Johnston comes in on Oct. 3, after receiving his bill, and pays for it, the entry is made in red ink at the foot of the table, and the envelope has done its work. It contains one more record, however, in the form of a card, besides the fifteen individual checks — a facsimile, practically, of the cover of the envelope (appearing first below it in the accompanying cut, and marked "Front"). This has been filled in, as well as the envelope each day as the checks come in. The reason is simple. As soon as the account of $18.90 is paid, the envelope and the 15 checks are handed to Mr. Thompson, and the firm retains the other card, for future reference, if necessary. It is marked "Front" because on the rear is a similar space to fill in in case the one side is not enough.

The payment on Oct. 3 is recorded, of course, in the cash book, and also in Book A, in the column marked "When Paid," and the record of Henry Thompson's monthly purchases is complete.


Form B
No. ....
M ....
Bought of The Barnsdale Trading Co., Limited

Date	$	c	Total	Date	$	c	Total
				Brought forward			

Carried forward

Envelope

FRONT
FORM B
Name
Street
TERMS

DATE	$	c	TOTAL	Date of payment	Cash Book Folio

No.

Card

Envelope and card system illustrating the Barnsdale method for looking after credit customers.

Marking Returned Goods.

Suppose an article is returned. The customer is given credit on the outside of the envelope in red, and the total reduced by that amount. For instance, if it was $10.56 on the line before, the red ink item would be 10 cents (if such was the value of the return), and $10.46 would appear as the new total indebtedness. Or, again, if a customer pays so much on account, it is marked on the envelope "Cash," in red ink, and the total thereby reduced, while inside the envelope would be a counter check marked "Paid."

On Trail of the Debtor.

Suppose a customer began his account on Sept. 2, 1913, and on going over Book "A" on Nov. 10, 1913, the proprietor should see the line in the "When Paid" column still not filled in, while above and below were such dates as Sept. 30, Oct. 1, Oct. 4, Oct. 6, Oct. 4, Oct. 5, etc., he would look up the record in the envelope to see how the account stood. Perhaps he would find the "red" entries were sufficient to reduce the account, or at least keep it in a reasonable limit, and so might allow it to remain a little longer. If it was steadily increasing, with few or no cash payments, he would, naturally, issue orders that no more credit should be given.

DAILY RECORD OF AMOUNT ON BOOKS.

Oct. 1—

Balance forward	$4,324.76
Filed checks	175.64
Total	$4,500.40
Cash on account	287.38
Balance	$4,213.02

Condition of affairs as known by Mr. Barnsdale at the close of every day of the year.

FEATURES OF THE BARNSDALE STORE.

At close of each day proprietor knows total amount of cash sales during day, credit placed on books, cash paid on account, sales of each clerk, and total amount standing on books at end of day.

Record is kept of brand of butter favored by each customer.

Book kept for recording all orders taken for delivery with particulars of salesman, checker, delivery man and hour sent out.

Special department for kitchen utensils: granite dishes, pails, tubs, boilers, wringers, baskets, dust pans, coal scuttles, etc.

Fully equipped bakery operated in basement, with bread that takes three delivery waggons daily, and all kinds of cakes.

Special department for patent medicines and toilet articles.

Passage way arranged at side of store leading to front, for use of delivery men without inconveniencing customers by passing through store.

Coffee grinder, currant cleaner, and fans for cooling store in summer,—all run by electricity.

Floor space 22,400 square feet.

THE DAILY SUMMARY.

Mention has been made of the daily record of cash receipts and credit checks, individually and in totals. This is applied by the firm so that at the end of each day—or, if the bookkeeper is rushed at the end, by 10 o'clock on the following morning—the exact amount of credit carried on the books is known. This daily record is carrying detail to a point not usual even in some of the largest stores. But Mr. Barnsdale wants to know just where he is at, and feels that, if possible, he might as well know it at the end of each day, as week by week, or month by month. As the physician of the Barnsdale Trading Co., he has prescribed a daily reading of the pulse.

Knows Exact Position Daily.

This is comparatively a simple operation. He starts the day, say, with $4,324.76 on his books. He has what he calls "filed checks"—that is charged accounts amounting to $175.64, and he adds the two, making $4,500.40. From this he deducts the cash paid on account, amounting to $287.38, leaving a credit on his books to begin the next day of $4,213.02.

In a city where many of the mechanics are paid every two weeks the amount fluctuates from a low sum at the beginning to a considerably higher sum at the middle of the month, and then payments come in again in large sums. The total rises again as the month nears its close, but the beginning of the next sees it down again.

A comparison of the daily records enables the proprietor to comprehend at a glance whether he is allowing too much credit, and puts him on his guard. But with this knowledge the public would be amazed almost at the low figures that are reached when the most of the monthly payments come in.

What Daily Summary Consists of.

This daily summary appears at the bottom of each page of the cash book, and in this particular instance would read as follows (the figures, of course, being fictitious ones):

Balance forward	**$4,324.76**
Filed checks	**175.64**
Total	**$4,500.40**
Cash on account	**287.38**
Balance	**$4,213.02**

THE INVOICE BOOK.

A separate book is kept—the Invoice or Cost Book—for the records of stock purchased for the different departments, each having a separate section of the book. The retail price is fixed when the entry is made. Each page is ruled as follows:

________________ DEPARTMENT.

Date	Quantity	Description of goods	Amount of invoice	Cost price	Bought of	Retail price	Remarks

This illustrates method of looking after invoices for each department as they come in.

How Delivery System Operates

In a business of the magnitude of the Barnsdale store some system in checking off goods before they are taken out by the delivery men becomes imperative, in order to avoid confusion and mistakes in filling orders. The extent of the delivery is seen in the schedule covered by three waggons; six times daily—7.45 a.m,. 10 a.m., 11 a.m., 2 p.m., 3 p.m., and 5 p.m. The early morning delivery takes charge of goods ordered after 5 p.m. the preceding day, for it is a rule of the store that no such late orders shall be delivered the same day. On Saturdays this time limit is advanced to 6 p.m., but nothing ordered Saturday evening is delivered that day.

So far as Canadian Grocer could learn this rule is a cast-iron one, but it works out with little dissatisfaction.

A Never-broken Rule.

"Occasionally a customer gets huffed at us for telling her we cannot send the goods that day, but most of them good-naturedly agree when we tell them we never break our rule, and either send over themselves or let it go until 'tomorrow,'" said Mr. Fulcher. "They recognize the hardship both to the clerks and delivery men sending goods out, no matter at what hour they are ordered."

In addition to the three delivery waggons, an extra one is used on Saturday, and the firm propose increasing the number to four daily, with five on Saturday.

As a reference to the plan of the store will show, one section, on the right side at the rear, is set aside for taking care of the orders. As a rule these are filled out and tied up at a special counter in this section.

One man is in charge of the delivery men, and registers all "deliver" orders in a special book. The form he fills in is illustrated herewith, and includes the name or initial of the salesman, the one who checks over the orders, the time when they go out, and the delivery man himself, whose initials appear usually under the heading "Remarks."

Name	Street	Salesman	Oil	Vinegar	Potatoes	Flour	Brooms	Checker No.	Time	Call or deliver	Order No.	Remarks
Mrs. James Brown	Queen	B	2 gals.	1 gal.	1 bag	100	1	F O	2 p.m.	D	8	V. R.

Form of ruling in book used by Barnsdale Trading Co., Stratford, Ont., to record every order sent out. Separate columns are used for oil, vinegar, etc., as these articles are located convenient to delivery man, who often attends to this part of order himself. Every item is checked over, and names of salesmen, man who puts up order, etc., being in record, any mistake can be traced easily. All orders are made up in special place in store. "Order No." refers to number of packages in order.

System to Prevent Errors.

Special columns are reserved for oil, vinegar, potatoes, flour and brooms, because these articles are kept apart at the back of the store convenient to the delivery quarters, and are often filled in by the delivery men, or if they are rushed, by the men who parcel the goods.

Three persons, as has been said, figure in the records: the man who sells the goods, the man who checks them over before they go out, and the man who delivered them. In this way it is easy to trace who is responsible for any mistake in case a complaint reaches the store from any customer.

"Order No." refers to the number of parcels in the one order.

If for any reason some item in an order is not delivered with the rest, it is marked down on a card, which is deposited in a small drawer under the counter, and the delivery man looks after it on his return.

Passage Way By Side Door.

The plan of the store shows a passageway leading from the front sidewalk to the Order Room, without troubling the main part of the store. This removes a very obvious objection to most front door deliveries, and is, in this case, considered much more convenient than any arrangement for arear delivery.

* * *

THE MEN AT THE HELM.

The firm name has undergone three changes since E. K. Barnsdale established it in 1872. Then it was known as Taylor & Barnsdale; afterwards as E. K. Barnsdale Co., and later as Barnsdale Trading Co. Of this E. K. Barnsdale is president, and as keen as ever in keeping an oversight of his business. He has appointed his son, A. C. Barnsdale as general manager, and recently George Fulcher was brought from London, Ont., to act as assistant general manager.

◆

NEW METHOD OF HANDLING THE COUNTER CHECKS.

Continued from page 115)

sales are made in the store. The numbers in one book would follow those in a preceding one.

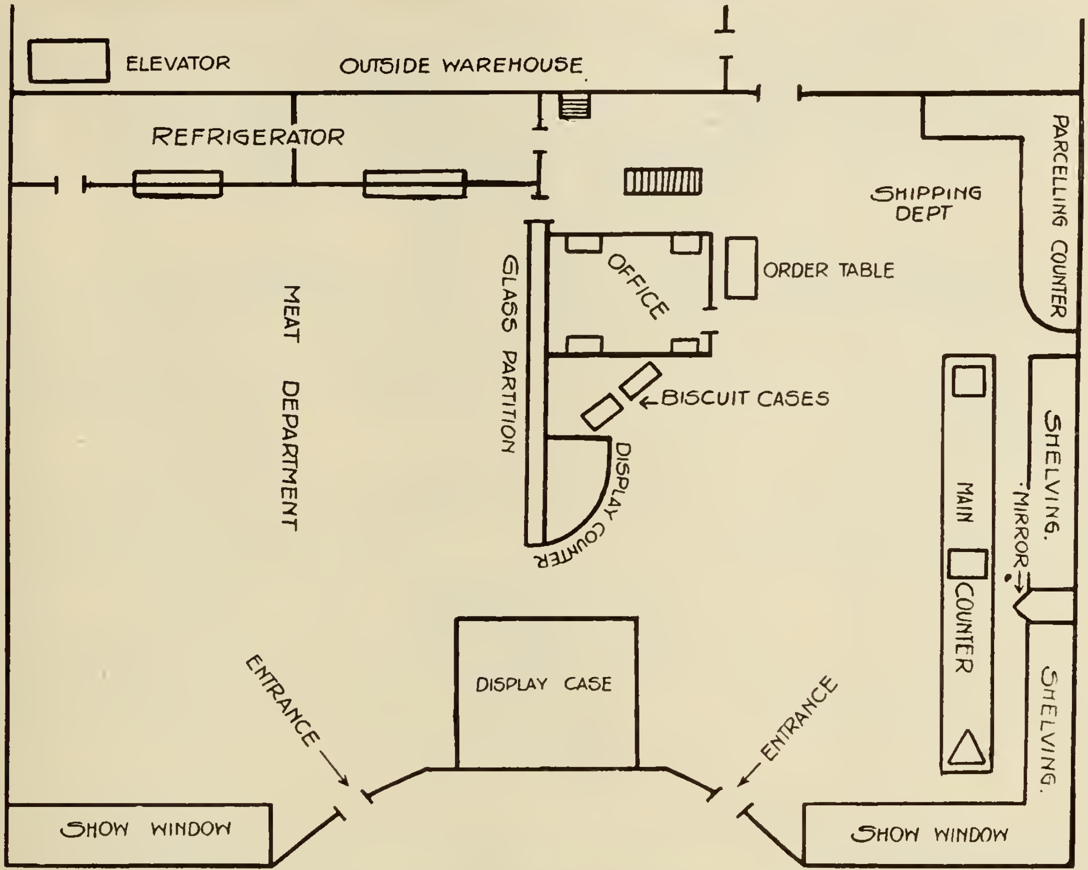
Perhaps it is the feeling of security in the bound "volume," or the readiness with which the duplicates of lost checks are turned up. At any rate, both members of the firm assured Canadian Grocer that the system was greatly appreciated by their customers.

Filling Rush Orders.

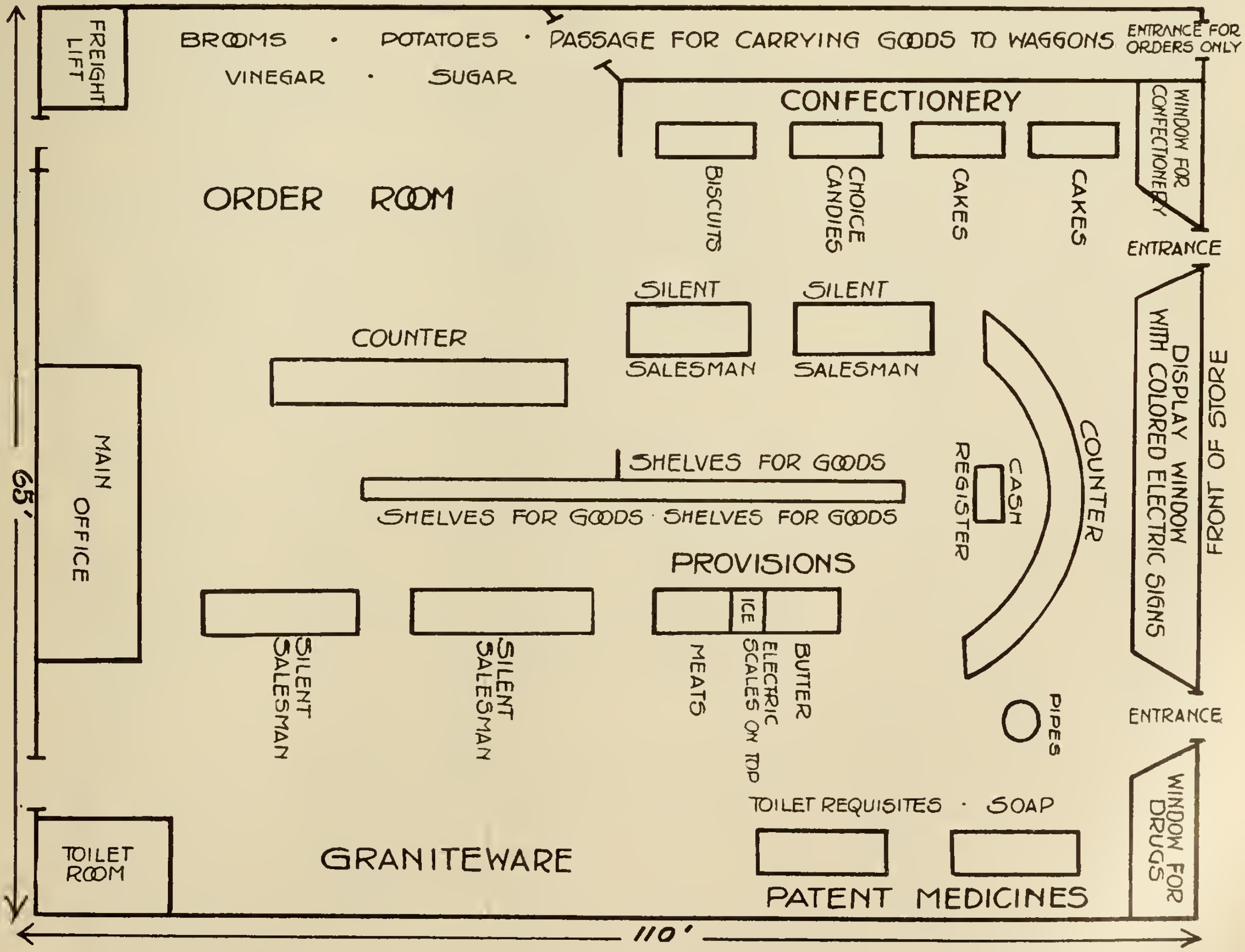
The book comes in handily in another direction. When customers come in and give orders for "immediate" or very early delivery these orders are taken down on one of the three "outside" checks and sent off as soon as possible. Those that may be deferred are taken on the inner or left hand checks. This is a detail, but one that works out effectively in solving a minor but real problem in having the machinery of storekeeping in easy running order, with a minimum of friction between the customer and the proprietor.

The "credit coupon" book is used in special cases in this store. When a new customer asks for credit and the account is not very sure, or even when sure, but likely to be temporary only, a man is allowed $5 or $10 credit as the case may warrant. He gives a note for this and receives in return a "coupon" book. The coupons are torn off as the goods are purchased, and a new one issued if the note, now due, is paid.

The McClelland store has three departments — groceries, hardware and meats. No separation is made, however, in the bookkeeping, and often bills will contain items of all three departments.



Layout of the Duff Store in Hamilton, Ont. All orders are put up in the shipping department to the rear, so that counters are always free for selling goods.



Plan of the Barnsdale Trading Co.'s Store in Stratford, Ont. Note the arrangement of the various departments.

Advertising Big Factor in "Shop Early" Campaign

When the Customer is Given a Reason for Buying Her Christmas Baking Goods Early, She Will, in Many Cases, Adopt the Suggestion—Prize Winning Copy Submitted for Canadian Grocer's 1912 Contest—An Opinion on Advertising.

CHRISTMAS cake and Christmas pudding can be made on November the 25th just as well as on December the 24th.

Every dealer will admit that, and the majority will say that they can be made better on the earlier date—the ingredients are newer and fresher and the housewife has more time and less worry.

The question is, how can the customer be tempted to buy the articles for her Christmas baking a month or more before the big festival?

There are some who say that " it can't be done." The customer is going to leave off this duty until the last week or, at best, the second last, no matter what one might do. That is their contention.

But this does not hold good in all cases. There are grocers who have been successful in selling a good quantity of Christmas dried fruits—peels, nuts, spices, mince meat, etc., around the middle of November and before. They do it chiefly by Advertising and Window Display.

Good Copy Always Effective.

Advertising has accomplished a great deal for many a merchant in the selling of Christmas goods. It is natural to suppose that there are customers among one's clientele who will be influenced by it. Tell them that the new dried fruits are in. You have the finest procurable currants, raisins, figs and dates; they are the first arrivals and, therefore, contain the most moisture. Your peels are selected from among the highest quality. Your spices are pure. Almonds, walnuts, etc., are the newest, and will give the best results.

Again, the advertisement is always unobtrusive. With it the dealer is certain of never boring a customer. It is there for her to read at her will. She comes to her own conclusions at her own time.

Care Needed in Appearance.

Having selected the medium and the goods to advertise, the next point is the lay-out and the language. Many an advertisement loses much effectiveness because of the unconvincing and injudicious language, and vice versa. Advertising experts agree that the most simple conversation rightly worded and presented is the most effective. The hysterical ad. filled with large, scarehead type is not conducive to the careful attention of the careful housewife. It is the plainest and simplest of truths, happily expressed, that create the greatest confidence. A heading and introdution appropriate for the season is always acceptable wherever seasonable goods are advertised.

Attracts Early Shoppers.

As already stated, newspaper advertising has been found a good assistant in selling Christmas goods early. Most grocers complain of too much business being crowded into the last week. Why not try the newspaper to overcome this? Let it, together with the window and short personal talks, sell the raisins, currants and other dried fruits, the peels, nuts and spices, for the Christmas baking in November. It will not sell all, of course, but even if only the best customers buy—and most of these can be persuaded—it is going to mean a great deal in the final rush. It will give the store staff a chance to sell other goods, and when the festival season is past there will more likely be a good advance over last year's trade.

GOOD ADVERTISING A CREATOR OF DEMAND.

By Jno. Forsyth, Dartmouth, N.S.

I regard advertising as just one of the many links in the chain of business—an important one, of course. It first tells the public who you are, and where you are, and what you have for sale. Then Then when properly used, besides telling of what you offer for sale, it makes people want what you advertise. In other words, it CREATES a demand.

To advertise well, one should cultivate the power of description. Have you ever noticed how a person may point out to you the beauties of a face, a flower or a landscape that you have never taken notice of, though you had seen it a hundred times? So a good advertiser should be able to see and describe the advantages and beauties of the article he wishes to sell in such a way as to make the public feel like the baby in the famous soap ad.—"He won't be happy till he gets it."

I believe, however, that it is quite as easy to loose money in advertising—easier in fact—than to make it, and that unless one makes up his mind to give it strict attention and constant application he would do better to keep his money in his pocket.

Winner of First Prize.

The Climax Grocery of Fort William, Ont., captured first prize in Canadian Grocer's 1912 ad. writing contest. It was written by J. J. Freed, and is reproduced here. The first glance, as the judges pointed out, will show an attractive well balanced lay-out. The panels in the four corners, with the one in the centre, indicate an orderly arrangement.

The holly and bells make an appropriate heading cut for a Christmas ad., and the heading is catchy. The goods are all neatly listed and prices quoted in bright, plain type. Only one style of type is used for the body of the ad., while the heading and name are in another. It should be remembered, and pointed out to the printers, that an advertisement printed in several varieties of type is one of the most difficulties imaginable to read.

Descriptive Talks Valuable.

While modern advertising is gradually cutting out all unnecessary rules, there is probably some excuse for the panels in this case, as "specials" are quoted. Wherever possible an appropriate adjective descriptive of the goods advertised is advisable—for instance: "Fine cleaned currants, 10c"; "strictly fresh eggs, per dozen, 60c"; and "finest mixed nuts." How much more likely that these words would create a desire to purchase than plain "currants," "eggs," and "nuts!"

This latter point is the big feature of the advertisement of John Forsyth, jun., of Dartmouth, N.S., winner of second prize, and in the past a winner of more than one first.

Mr. Forsyth appears to have the happy knack of describing his goods with the most acceptable terms. From a retail grocery standpoint this is a particularly good feature. It eliminates that dry, unattractive plainness which too many advertisements have, and gives the dealer a much better chance to sell goods at a fair margin and lessens the need of cutting prices below a figure that ought to be realized for safety.

The Climax Will Ring With Big Values

Sugar

We are still selling the finest grade of sugar

19 lbs. for $1.00

From now until Xmas and there are only five shopping days in which to make preparations for the big holiday event. Let us assist you from our well assorted stock.

24 lb. bags Flour, Purity, Five Roses. Royal Household, all fresh.

Thursday 75c

New Fruits

Fine Valencia Raisins, per lb.	10c
Finest Valencia Raisins, 2 lbs.	25c
Seeded Raisins, 16 oz. pkgs., 2 for	25c
Seedless Raisins, 16 oz. pkgs., 2 for	25c
Fine Cleaned Currants, per lb.	10c
Sultana Raisins, per lb.	15c

Cheese

Limberger Cheese, per brick	40c
Roquefort Cheese, per lb.	50c
Trappist Cheese, per lb.	30c
Swiss Cheese, per lb.	40c
Edam Cheese, per lb.	50c

Jam

5 lb. pail Pure Raspberry	75c
5 lb. pail Pure Strawberry	75c
5 lb. pail Pure Black Currant	75c

OLD SANTA CLAUS

Will need lots of Candy, Xmas Stockings, Nuts, Oranges, etc., to fill the stocking of the little folk.

Send him to the "Climax."

New Nuts

Shelled Filberts, per lb.	40c
Shelled Almonds, per lb.	40c
Jordan Shelled Almonds, lb.	60c
Blanched Almonds, per lb.	60c
Shelled Walnuts, per lb.	35c
Finest Mixed Nuts, per lb.	20c

Xmas Dainties

Crystalized Cherries, lb. boxes	50c
Glace Cherries, lb. boxes	50c
Strictly Fresh Eggs, per dozen	60c
Crystalized Pineapple, per lb.	75c
Preserved Ginger, lb. jars	25c

Butter

Finest Creamery, per lb.	35c
Choice Dairy, in prints, 2 lbs.	65c
Dairy (by the box) per lb.	30c

Pickle Specials

Horse Radish, two bottles	25c
Celery Relish, two bottles	25c
Small Gherkins, bottle	20c
Dill Pickles, per doz.	20c

The Climax Grocery

EVANS & HAYES

Phone 94 113 S. May St.

Cereal Specials

Rolled Wheat, 6 lbs.	25c
Rolled Oats, 7 lbs. for	25c
Quaker Oats, 2 pkg.	45c
Corn Meal, 7 lbs. for	25c

The newspaper advertisement given first prize in Canadian Grocer's 1912 Christmas contest. Written by J. J. Freed, The Climax Grocery, Fort William, Ont.

Raisins

Choice new California Fruit, seeded and all ready for the cake or pudding,

per pound 10c

SULTANA RAISINS

plump and good,

per pound package, 15c.

TABLE RAISINS

Very attractive. Just the thing for the Holiday dinner table, or to play Santa Claus with,

per pound 20c.

Currants

Fine large, clean, black, fruit quite ready for the plum duff or cake,

per pound package 10c

Spices

The lines "what tho' the spicy breezes" come naturally to the lips as you open a package of

MOTTS

RICH PURE SPICES

That is the only kind we keep, the very best is good enough for our customers. Mixed Spice, Cassia, Ginger, Pepper, Allspice, ½ pound package 8c. True Cinnamon ¼ lb package 10c.

Candied Peel

Add greatly to the puddings and cakes,

Lemon Peel, per pound	15c.
Orange " "	15c.
Citron " "	25c.
Mixed " "	20c.

Extracts

Much of your success in culinary operations, depends upon the extracts you use, therefore we recommend the Pure Fruit Extracts.

2½ oz bottles 25c. All flavors.

Of course we have cheaper, Topical Extracts,

2 oz bottle 10c, 3 for 25c

CORN STARCH

Enters largely into your Christmas cooking, we have it in great variety

Bensons, Bee Brand St. Lawrence, per pkg 15c

Challenge and Durham 8c.

Chocolate

For icing the cakes or for drinking we can confidently recommend MOTT'S

Per cake 10c

Baking Powder

The Xmas bak'ng will require a lot of it.

English Cream in tumblers 10 cts

Woodills German 4c and 8c.

Art, pound tins 55c.

A piece of Enamelware free with each pound

Flour

McLeods Special

Fills the bill for all kinds of work, bread, pies, cake and puddings.

⅛ Bags		80c
¼ "		$1.60
½ "		3.00
½ Barrels		3.25
Barrels		6.25

Cocoa

What better beverage to start the holiday with than a smoking hot cup of MOTT'S COCOA. Its pure, that's sure 10c, 15c, and 25c a tin. The largest size is most economical.

Cake Icing

A good coat of icing gives the cake a Christmas appearance. MOTT'S ICINGS, chocolate and white, are easily applied.

Per pkg. 10c.

CHRISTMAS 1912.

Let Us Make it the Merriest Ever.

We are prepared to do our part, for happiness and merriment are influenced, more than we care to admit, by material things, and we have an abundant supply of "them things" at prices that make it fairly easy to procure them. Look over our adv. carefully and then dig in

FORSYTH Jr.

WATER STREET

The Man who makes good His Adv's and appreciates your trade.

FREE With each **One Dollar** purchase of groceries, one fine blown tumbler. ½ dozen with $5.00.	**FREE** With each **Two Dollar** Purchase of groceries, one decorated Japanese Cup and Saucer, suitable for presentation.
FREE With each **Three Dollar** Purchase of groceries, one Large Glass Fruit Dish.	**FREE** With each **Four Dollar** Purchase of groceries, one Nicely Decorated China Cake Plate.

SPECIAL NOTICE

We call special attention to our stock of China and Glassware and more particularly to four lines of CHINA TEA SETS of value.

$2.81, $3.08, $3.08 and $3.38.

If you need a TEA SET, to see these sets is to purchase.

MIXED NUTS

There are probably more nuts used in December than in all the eleven months together. We have a good stock of fresh nuts,

per pound, 18c.

Grapes

Plump, juicy fruit,

per pound 18c.

Oranges

Christmas would be far from complete without Oranges. Ours are ripe, rich and luscious, Jamaicas per doz. 20, 25 and 30c.

California Sunkissed,

per dozen 30c.

Fruit Syrups

This is Nova Scotias first prohibition Christmas, we will celebrate it loyally in good fruit Syrup,

Sovereign Syrup,

large bottle 25c.

Sovereign Lime Juice,

per bottle 10c, 15c and 25c.

Confectionery

You will want a supply of this of course. We have a nice bright, hard mixture,

per pound 10c 3 lbs,	25c.
A nice soft cream	15c.
A special Xmas mixture	15c.
Xmas Toys per pound	15c.
Boxes Chocolate 10c to	50c.

Cheese

Fine, Ripe Mellow Cheese,

per pound 22c.

Eggs

Good case egg, per doz.	38c
Strictly New Laid	50c

Pickles & Sauce

The Xmas dinner table will not be complete without these

Lazenbys Pickles	35c
McConochies "	30c
Whites "	25c
McCreadys "	25c
Martons "	10c
Lea-Perrins Sauce	35c
H. P "	20c
Hindoo "	25c
Pen Yan "	20c
Worcestershire several varieties	10c

Poultry Dressing

To have the Christmas Turkey or Goose just right, use herbs already mixed for the purpose, you will find the proportions of each nicely balanced.

Per tin 10c.

TEA

Give them a cup of especially good Tea on Xmas. We can recommend nothing more suitable then

Forsyth Jrs. Unique 40c Tea.

Fancy Biscuits

You will be wenting a few see our assortment,

per pound 10 to 20c.

Cranberries

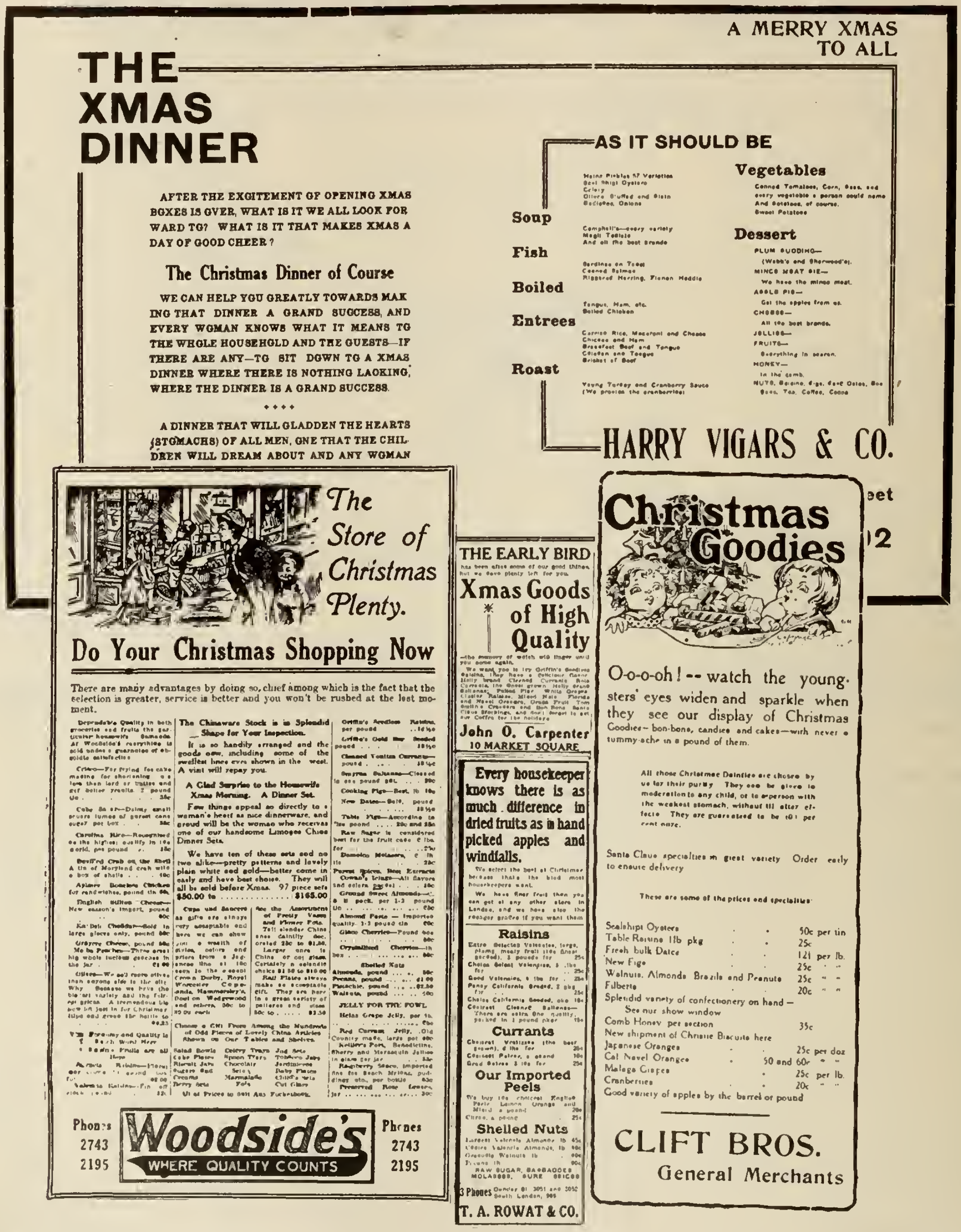
and

Foxberries

for the sauce, don't forget them.

Each per quart 10c.

This ad. of Forsyth, Jr., Dartmouth, N.S., won second prize in the contest. Note how each line advertised is described, so that desire to buy is created.



A MERRY XMAS
TO ALL

THE
XMAS
DINNER

AFTER THE EXCITEMENT OF OPENING XMAS BOXES IS OVER, WHAT IS IT WE ALL LOOK FORWARD TO? WHAT IS IT THAT MAKES XMAS A DAY OF GOOD CHEER?

The Christmas Dinner of Course

WE CAN HELP YOU GREATLY TOWARDS MAKING THAT DINNER A GRAND SUCCESS, AND EVERY WOMAN KNOWS WHAT IT MEANS TO THE WHOLE HOUSEHOLD AND THE GUESTS—IF THERE ARE ANY—TO SIT DOWN TO A XMAS DINNER WHERE THERE IS NOTHING LACKING, WHERE THE DINNER IS A GRAND SUCCESS.

◆ ◆ ◆ ◆

A DINNER THAT WILL GLADDEN THE HEARTS (STOMACHS) OF ALL MEN, ONE THAT THE CHILDREN WILL DREAM ABOUT AND ANY WOMAN

AS IT SHOULD BE

Heinz Pickles 57 Varieties
Beef Shell Oysters
Celery
Olives Stuffed and Plain
Radishes, Onions

Soup

Campbell's—every variety
Maggi Tablets
And all the best brands

Fish

Sardines on Toast
Canned Salmon
Kippered Herring, Finnan Haddie

Boiled

Tongue, Ham, etc.
Boiled Chicken

Entrees

Curried Rice, Macaroni and Cheese
Chicken and Ham
Breakfast Beef and Tongue
Chicken and Tongue
Brisket of Beef

Roast

Young Turkey and Cranberry Sauce
(We provide the cranberries)

Vegetables

Canned Tomatoes, Corn, Peas, and every vegetable a person could name
And Potatoes, of course.
Sweet Potatoes

Dessert

PLUM PUDDING—
(Webb's and Sherwood's).
MINCE MEAT PIE—
We have the mince meat.
APPLE PIE—
Get the apples from us.
CHEESE—
All the best brands.
JELLIES—
FRUITS—
Everything in season.
HONEY—
In the comb.
NUTS, Raisins, Figs, Fard Dates, Bon Bons, Tea, Coffee, Cocoa

HARRY VIGARS & CO.

eet

2

The Store of Christmas Plenty.

Do Your Christmas Shopping Now

There are many advantages by doing so, chief among which is the fact that the selection is greater, service is better and you won't be rushed at the last moment.

Dependable Quality in both groceries and fruits the particular housewife demands. At Woodside's everything is sold under a guarantee of absolute satisfaction.

Crisco—For frying for cake making for shortening. Use less than lard or butter and get better results. 2 pound tin ... 35c

Cube Sugar—Dainty small square lumps of purest cane sugar, per box ... 30c

Carolina Rice—Recognized as the highest quality in the world, per pound ... 15c

Devilled Crab on the Shell. A tin of Maryland crab with a box of shells ... 40c

Aylmer Boneless Chicken for sandwiches, pound tin 60c

English Stilton Cheese—New season's import, pound ... 60c

Ka'Dels Cheddar—Sold in large pieces only, pound 30c

Gruyere Cheese, pound 50c

Melba Peaches—Three great big whole luscious peaches in the jar ... $1.00

Olives—We sell more olives than anyone else in the city. Why? Because we have the biggest variety and the fairest prices. A tremendous big new lot just in for Christmas. Ripe and green, the bottle to ... $2.25

With Freshness and Quality is [illegible]

[illegible] Fruits are all Here

[illegible] Raisins—[illegible] ... $1.00

Valencia Raisins—[illegible] ... 12c

The Chinaware Stock is in Splendid Shape for Your Inspection.

It is so handily arranged and the goods new, including some of the swellest lines ever shown in the west. A visit will repay you.

A Glad Surprise to the Housewife Xmas Morning. A Dinner Set.

Few things appeal so directly to a woman's heart as nice dinnerware, and proud will be the woman who receives one of our handsome Limoges China Dinner Sets.

We have ten of these sets and no two alike—pretty patterns and lovely plain white and gold—better come in early and have best choice. They will all be sold before Xmas. 97 piece sets $50.00 to ... $165.00

Cups and Saucers as gifts are always very acceptable and here we can show you a wealth of styles, colors and prices from a Japanese line at 10c each to the exquisite Crown Derby, Royal Worcester, Copelands, Hammersley's, Doulton, Wedgwood and others, 50c to $3.00 each.

See the Assortment of Pretty Vases and Flower Pots. Tall slender China ones daintily decorated 25c to $1.50. Larger ones in China or cut glass. Certainly a splendid choice $1.50 to $10.00. Bell Plates always make an acceptable gift. They are here in a great variety of patterns and sizes 50c to ... $3.50

Choose a Gift From Among the Hundreds of Odd Pieces of Lovely China Articles Shown on Our Tables and Shelves.

Salad Bowls
Cake Plates
Biscuit Jars
Sugars and Creams
Berry Sets
Celery Trays
Spoon Trays
Chocolate Sets
Marmalade Pots
Jug Sets
Tobacco Jars
Jardinieres
Baby Plates
Child's Sets
Cut Glass

[illegible] of Prices to Suit Any Pocketbook.

Griffin's Seedless Raisins, per pound ... 14½c

Griffin's Gold Bar Seeded, pound ... 15½c

Cleaned Vostizza Currants—pound ... 18½c

Smyrna Sultanas—Cleaned in one pound pkt. ... 20c

Cooking Figs—Best, lb 10c

New Dates—Bulk, pound ... 10½c

Table Figs—According to the pound ... 20c and 25c

Raw Sugar is considered best for the fruit cake 6 lbs. for ... 25c

Demerara Molasses, 6 lb tin ... 25c

Purest Spices, Best Extracts.

Cowan's Icings—All flavors and colors, parcel ... 10c

Ground Sweet Almonds—¼ & ½ pack, per 1-2 pound tin ... 60c

Almond Paste — Imported quality 1-2 pound tin 60c

Glace Cherries—Pound box ... 60c

Crystallized Cherries—lb box ... 60c

Shelled Nuts

Almonds, pound ... 60c
Pecans, pound ... $1.00
Pistachio, pound ... $2.50
Walnuts, pound ... 40c

JELLY FOR THE FOWL

Heinz Grape Jelly, per lb ... 25c

Red Currant Jelly, Old Country made, large pot 40c

Keiller's Port, Benedictine, Sherry and Maraschino Jellies in glass per jar ... 35c

Raspberry Sauce, imported, fine for Peach Melba, puddings etc., per bottle 45c

Preserved Rose Leaves, jar ... 30c

Phones
2743
2195

Woodside's
WHERE QUALITY COUNTS

Phones
2743
2195

THE EARLY BIRD
has been after some of our good things, but we have plenty left for you.

Xmas Goods
of High
Quality

—the memory of which will linger until you come again.

We want you to try Griffin's Seedless Raisins, they have a delicious flavor. Holly brand Cleaned Currants, Rose Currants, the finest grown. Holly Brand Sultanas; Pulled Figs; White Grapes; Cluster Raisins; Mixed Nuts; Florida and Navel Oranges, Grape Fruit; Tom Smith's Crackers and Bon Bons; Santa Claus Stockings, and don't forget to get our Coffee for the holidays.

John O. Carpenter
10 MARKET SQUARE

Every housekeeper knows there is as much difference in dried fruits as in hand picked apples and windfalls.

We select the best at Christmas because that's the kind most housekeepers want.

We have finer fruit than you can get at any other store in London, and we have also the cheaper grades if you want them.

Raisins

Extra Selected Valencias, large, plump, meaty fruit (the finest packed), 3 pounds for ... 25c
Choice Select Valencias, 3 lbs for ... 25c
Good Valencias, 4 lbs for ... 25c
Fancy California Seeded, 2 pkg for ... 25c
Choice California Seeded, pkg 10c
Choicest Cleaned Sultanas—These are extra fine quality, packed in 1 pound pkgs ... 15c

Currants

Choicest Vostizzas (the best grown), 2 lbs for 25c
Choicest Patras, a pound 10c
Good Patras 3 lbs for 25c

Our Imported Peels

We buy the choicest English Peels. Lemon, Orange and Mixed, a pound ... 20c
Citron, a pound ... 25c

Shelled Nuts

Largest Valencia Almonds lb 45c
Choice Valencia Almonds, lb 40c
Grenoble Walnuts lb ... 40c
Pecans lb ... 90c

RAW SUGAR, BARBADOES MOLASSES, PURE SPICES

3 Phones Dundas St. 3051 and 3052
South London, 965

T. A. ROWAT & CO.

Christmas Goodies

O-o-o-oh!-- watch the youngsters' eyes widen and sparkle when they see our display of Christmas Goodies—bon-bons, candies and cakes—with never a tummy-ache in a pound of them.

All these Christmas Dainties are chosen by us for their purity. They can be given in moderation to any child, or to a person with the weakest stomach, without ill after effects. They are guaranteed to be 100 per cent pure.

Santa Claus specialties in great variety. Order early to ensure delivery.

These are some of the prices and specialties:

Sealshipt Oysters	50c	per tin
Table Raisins 1lb pkg	25c	
Fresh bulk Dates	12½	per lb.
New Figs	25c	" "
Walnuts, Almonds, Brazils and Peanuts	25c	" "
Filberts	20c	" "
Splendid variety of confectionery on hand — See our show window		
Comb Honey per section	35c	
New shipment of Christie Biscuits here		
Japanese Oranges	25c	per doz
Cal Navel Oranges	50 and 60c	" "
Malaga Grapes	25c	per lb.
Cranberries	20c	" "
Good variety of apples by the barrel or pound		

CLIFT BROS.
General Merchants

Five Christmas goods newspaper advertisements which will assist in the arrangement of this year's ad. Criticisms appear on opposite page.

Advertisement From Style of Copy Standpoint

Comment and Criticism Suggested by Five Canadian Merchants' Newspaper Advertisements—Importance of Heading That Will Attract Attention—Benefits of Short Talks About Each Line—The Use of Rules.

ADVERTISING, competently written and judiciously placed, keeps the retail selling machinery well greased. There are scores of merchants in all parts of the country who will back up this. This article only deals with the first mentioned phase—that of the writing of the copy.

Many a good space in a newspaper is spoiled either from a poor setting or poor copy. When white space is purchased the most should be made of it. Good copy should appear and it should be set up in the most attractive form. Experienced copy writers agree that space should not be crowded. They further agree that in order to produce best results there must be concentration. This means that a general description should not be made to cover several articles. One description for one article is sufficient.

Neither is the simple listing of goods considered good advertising. Desire on the part of the reader to purchase must be created and descriptive talks are the most likely assistant in producing the required results.

Don't come to the conclusion that advertising doesn't pay until you know that copy and the setting of it have been the best possible.

On the opposite page there are shown five Christmas newspaper advertisements which, besides serving as a basis for criticism on writing copy, offer some splendid suggestions to those who have advertisements to write for the coming big festival.

* * *

HARRY VIGARS & CO., Port Arthur, Ont.—This occupied about half a page in the newspaper, and is one of the most effectively written advertisements one would wish to see. The writer of the copy entitled it "The Xmas Dinner." Surely this, while plain, is sufficiently interesting to catch the eye of every woman who has the greatest of all great feasts of the year to prepare.

Then comes the introduction. Note how interesting it is. "After the excitement of opening Xmas boxes is over . . . what is it that makes a day of good cheer—The Christmas Dinner, of course." On the opposite side are lists of goods which should appeal to all readers. These include pickles, oysters, celery, olives; soups; sardines on toast, canned salmon, kippered herring; boiled tongue, ham and chicken; entrees; turkey and cranberry sauce; canned vegetables; and plum pudding, mince meat, cheese, fruits, honey, nuts, etc.

There you have "The Xmas Dinner, As It Should Be." This can surely be called a well-written, well laid-out, and well set advertisement. The size of the space of course helps. It is not crowded with rules. There is plenty, but not too much, white space.

* * *

WOODSIDE'S, Saskatoon, Sask.—Here we have a well-headed and nicely balanced advertisement. The illustration is appropriate and the introduction beginning "Do Your Christmas Shopping Now" is effective. The advantages are pointed out—"the selection is greater, service is better, and you won't be rushed at the last minute." These are three strong talking points.

Another good feature of this ad. is the way each line is described, and not merely named. For instance: "Cube Sugar—dainty small square lumps of purest cane sugar, per box—35c."

The only criticism one might offer, is that the advertisement is a little crowded. Probably more white space would have improved the appearance.

FREQUENT CHANGES OF COPY SUGGESTED.

By E. A. Reed, Dowling & Reed, Brandon, Man.

Newspaper advertising is a valuable asset to a retail grocery business, but to get the most satisfactory results, the ad should be changed every issue of the paper, and seasonable goods advertised.

A short description of the article advertised should be given telling of its freshness, fine quality, usefulness or whatever other special feature it may have, in that way creating a desire for that certain article. Then the reader should be told why that article should be purchased at your store.

CLIFT BROS., Melfort, Sask.— The heading cut is appropriate. Just whether the introduction is quite serious enough for a business talk would possibly be questioned by some. Good copy writers, however, favor simplicity and a talk much the same as would be given by a good salesman, were he telling a customer about the goods. The second paragraph of the introduction is stronger because it is a straight business talk. It is pointed out that all these Christmas dainties have been chosen for their quality and that they they cannot injure any child if taken in moderation. That is good advertising because it begets confidence.

At the bottom of this ad. are quoted several lines of goods with their prices. Here, however, we see lacking those short crisp talks so much in evidence in the previous advertisement. A customer is more apt to want "Table raisins, large and tasty," than simply "table raisins."

A good feature of this ad. is the absence of rules.

* * *

JNO. O. CARPENTER, Hamilton, Ont.—There is good treatment here of small space. The introduction "The Early Bird has been after some of our good things, but we have plenty left for you," is original and strong enough to attract attention. It is then impressed upon readers that the Christmas goods are of a high quality.

Space did not permit a lengthy list of goods and prices, but several suggestions are given which undoubtedly proved profitable. The rules and fancy star might have been omitted without loss to the effectiveness of this ad.

* * *

T. A. ROWAT & CO., London, Ont.—This is another comparatively small space used to splendid advantage. The heading at once commands attention and the particular housewife is almost sure to continue her reading about the dried fruits. The copy is convincing throughout, because it is written in a style similar to what the salesman well acquainted with his goods would say.

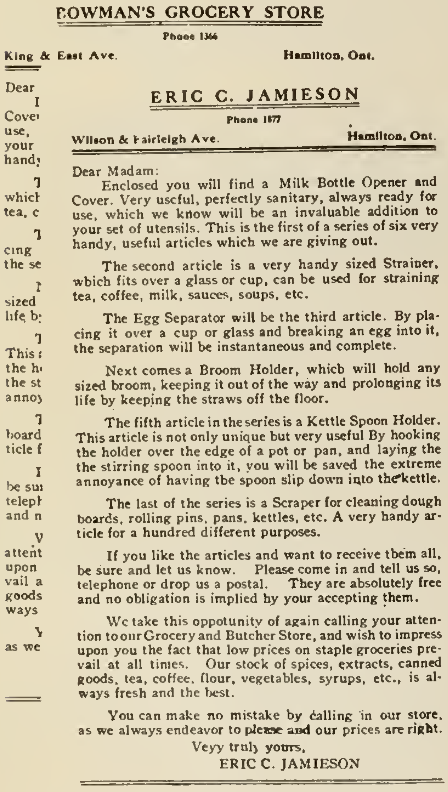
There is a brief description about each line advertised and prices are quoted in heavier type, both of which, as above referred to, constitute good advertising.

STORE KINKS

Ideas Helping to Build Up Business. *Time Savers and Good Money Makers.*

PLAN TO HOLD CUSTOMERS.

Two Hamilton grocers, Eric C. Jamieson and J. W. Bowman have arranged to give a half dozen small household articles to each of their customers, one to go out once a month. These include a milk-bottle opener, a strainer, an egg separator, broom holder, etc. These dealers have the exclusive right in Hamilton to all the articles as they are purchased from one concern. They have issued a small circular (which is reproduced here), a copy of which is given to each customer.



BOWMAN'S GROCERY STORE

Phone 1366

King & East Ave. Hamilton, Ont.

ERIC C. JAMIESON

Phone 1877

Wilson & Fairleigh Ave. Hamilton, Ont.

Dear Madam:

Enclosed you will find a Milk Bottle Opener and Cover. Very useful, perfectly sanitary, always ready for use, which we know will be an invaluable addition to your set of utensils. This is the first of a series of six very handy, useful articles which we are giving out.

The second article is a very handy sized Strainer, which fits over a glass or cup, can be used for straining tea, coffee, milk, sauces, soups, etc.

The Egg Separator will be the third article. By placing it over a cup or glass and breaking an egg into it, the separation will be instantaneous and complete.

Next comes a Broom Holder, which will hold any sized broom, keeping it out of the way and prolonging its life by keeping the straws off the floor.

The fifth article in the series is a Kettle Spoon Holder. This article is not only unique but very useful By hooking the holder over the edge of a pot or pan, and laying the the stirring spoon into it, you will be saved the extreme annoyance of having the spoon slip down into the kettle.

The last of the series is a Scraper for cleaning dough boards, rolling pins, pans, kettles, etc. A very handy article for a hundred different purposes.

If you like the articles and want to receive them all, be sure and let us know. Please come in and tell us so, telephone or drop us a postal. They are absolutely free and no obligation is implied by your accepting them.

We take this oppotunity of again calling your attention to our Grocery and Butcher Store, and wish to impress upon you the fact that low prices on staple groceries prevail at all times. Our stock of spices, extracts, canned goods, tea, coffee, flour, vegetables, syrups, etc., is always fresh and the best.

You can make no mistake by calling in our store, as we always endeavor to please and our prices are right.

Veyy truly yours,
ERIC C. JAMIESON

Reproduction of small circular showing the various goods to be given away.

The idea they say, is to get people coming to the store and as they have to continue for six months to get the six articles, they figure on holding them after that.

EMPHASIZE SIZE AND SERVICE.

Goodwin's, Ltd., Montreal, believe in advertising their size and service as well as their goods. One of their latest methods takes the form of a large canvas painting showing various systems of delivery as light delivery wagons, motor trucks, and horse vans, and in large lettering at the bottom, the accompanying statement regarding the extent of their delivery system.

WE DELIVER THE GOODS.

100 men and boys, at a salary of $45,000 a year, operate 55 horses and 61 vehicles, including automobiles valued at $100,000, and maintained at an annual cost of $70,000. We stop at 25,000 homes weekly, in a territory of 480 square miles. We travel 5,000 miles a week, equivalent to more than 10 times around the world each year.

This painting, some 16 feet in length they have hung on the landing half way down the main stairs from the main floor to the basement, and thus in a position where few can fail to see it.

A CHECK ON OUTGOING GOODS.

The accompanying illustration shows the form of delivery book as used by Stewart Bros., Renfrew, Ont. The clerk who makes up the order enters it in the book placing his number in the left hand column, and the total number of parcels in the fourth column over. He also enters the time at which the order is ready to go out.

When the delivery man comes to make up his load he checks over the number of parcels to see that they correspond with the number entered against him, and signs the time at which he leaves on his rounds. If he loses any parcels on the road, it is then up to him to make good the loss.

The column at the extreme right is for the initial of the delivery man by whom the goods have been delivered, and, as his signature that these goods have reached their proper destination.

DELIVERY BOOK

No. of Clerk	Customers's name	Address	Number of parcels	Time entered	Time delivery man leaves	Delivery man's signature for goods delivered
4	Mrs. J. Brown	37 King St.	5	3.15 P.	3.45 P.	C.

Form of delivery book used by Stewart Bros., Renfrew, Ont., to keep check on delivery system and all parcels going out.

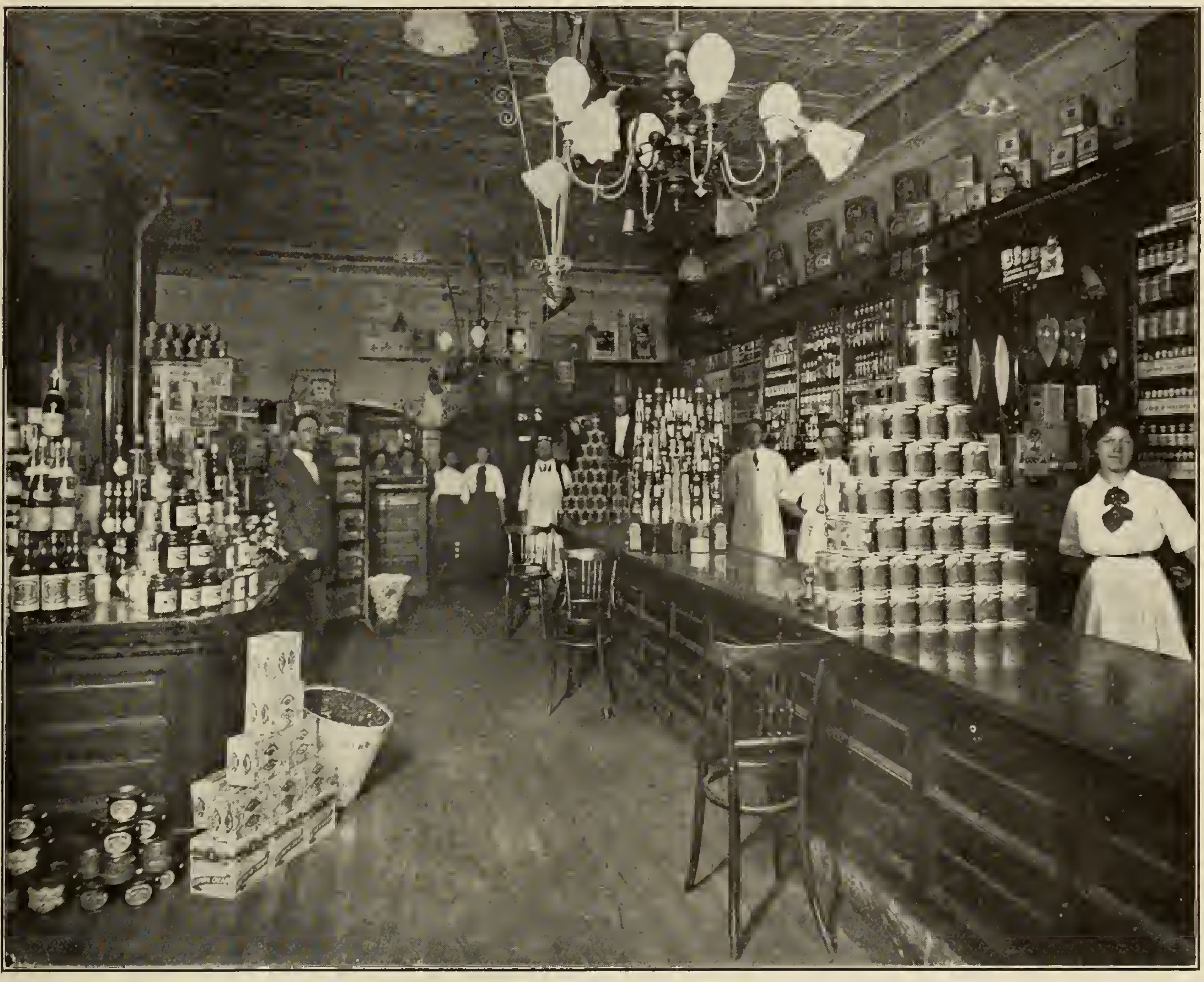
CHUTES ON TO SHIPPING COUNTER.

Part of the Shipping Department of the Duff Store, Hamilton, Ont., is composed of chutes from hoppers in the warehouse above. These hoppers are built in a row along the wall of the warehouse and covered tightly. There is one for sugar another for sago, one for rice and a fourth for tapioca, etc.

When a shipment of any of these goods arrive the hopper is filled from above. There is a slide in the narrow chute at the bottom, which when pulled out, allows the paper bag held beneath to be filled rapidly and with little or no waste. These chutes open on to the shipping counter and Mr. Duff finds them quite convenient, and time savers, in rush minutes. They were built along with the other equipment 15 years ago.

Making Salesmen From Delivery Youth Timber

Aim of Manager of the Duff Store, Hamilton, Ont., is to Train the Young Men Who Deliver Goods to Positions Behind the Counter —Keeps Watch on the Likely Youths—"Good Goods and Good Service" an Important Motto—Depends a Great Deal on Butter, Eggs and Meats to Get New Trade.



Interior of the grocery department of the Duff Store, Hamilton, Ont. The shipping department is to the rear on the right, and the office to the left. Note the attractive counter displays.

THE training of young men up through the delivery department to places behind the counter, has been one of the chief aims of the Duff Store, Hamilton, Ont. If one were to converse with the manager of this store, Geo. H. Duff, about different phases of the business he would probably tell him of the length of time different men have been in the service of the Duff Store, as salesmen, who had first entered it as deliverers of goods.

And why not? Surely this should be one of the most important objects of any merchant who hires help. The truly successful merchant, in Mr. Duff's opinion, is the one who not only builds up his business by the use of honest methods but who helps his fellow man in the course of the erection.

''That clerk you see now behind the counter,'' he said to the writer, ''was first employed on the delivery wagon. While there he was taught to take orders from customers, to study the goods and to put up parcels for delivery. He has developed into a first-class salesman.''

An Eye On Likely Young Men.

Others were named in the course of the transition stage. ''I look around,'' he said, ''and whenever I see a good substantial young man I watch him until I have an opening on the delivery waggon, and then if he is willing I take him on.''

Every man in business has probably one particular hobby. This method of training young men to help make their earning capacities better is undoubtedly Mr. Duff's. And it must be considered a very laudable one.

''Good goods and good service'' are the underlying principles of this business. For more than forty-five years has the name of Duff been a familiar one in Hamilton. The business was founded by the late John Duff somewhere in the sixties, and since his death has been in the hands of his boys. ''Good goods and good service'' has been the keynote ever since the business was established.

In the early days a feature was made of butter, eggs and meats. This has been maintained on down through the half century. Mr. Duff maintains it is not a difficult matter to hold a customer when good butter, eggs and meat only are sold and when service in waiting on the customer and in delivering the goods is beyond reproach. One can lose a customer about as quickly on any of these articles as by any other reason, so that great care is always necessary to see that the butter, eggs and meats are of good quality at all times.

The Trouble With Dairy Butter.

In this connection Mr. Duff would like to see the day when only creamery butter is on the market. "A farmer customer cannot be offended any more easily than by telling her the butter is bad," he stated. "I do not mean to say that all dairy butter is not good. Oftentimes dairy is better than creamery, but again sometimes it isn't, so that you either have to accept poor butter and pay the same price as if it were good, or run a chance of losing a customer by cutting down the price."

Stated Hours for Delivery.

A part of the good service given by the Duff Store is due to the stipulated hours for delivery. Goods for certain sections go out at certain hours, so that customers know at all times just when their goods are going to arrive. People, claims the manager of the store, appreciate knowing the time they are going to get their goods. Otherwise one is apt to lose a customer now and again.

Orders Put Up at Rear.

The shipping department in this store is by itself. Practically all goods are put up there, and all leave it by the rear door. A table stands at the rear, and in lower part of the grocery store on which are a couple of files. As an order is taken it is placed on the file and delivery men as well as clerks, who are not otherwise engaged, help to put these orders up. This, states Mr. Duff, saves considerable time, and allows the clerks an opportunity to attend to all customers in the store.

On Friday evening, particularly during the summer season, a great many orders come in. Order takers have been out on the beach for orders to be delivered early Saturday morning. These are all put up Friday night, the staff working late. In fact, Friday night is busier than Saturday night, and Mr. Duff, while he closes the store at 6.30 sharp every week night, would be quite willing, if everybody else did the same, to close Saturday at 6.30. He is opposed to a Wednesday half holiday the year round.

In putting up the orders, each has a particular place in the shipping department, depending on the section of the city to which it is going. This lessens the chances of an error, and saves the time of delivery men in loading their goods.

Oak Fittings Fifteen Years Ago.

Fifteen years ago The Duff Store was refitted with solid oak furniture. The shelving, counters, office, etc., are the very best the oak tree could furnish, and to-day they are just as solid as they were 15 years ago. It is probably safe to assume that in 1898 when the fittings were installed, there were few, if any, stores in the country with more serviceable or better interiors. A look at the accompanying photograph shows the arrangement. The main counter is on the right, and an exclusive display circular-shaped counter on the left for showing goods only.

Great is the power of display in the opinion of the manager.

"We undoubtedly sell a great many goods through our shelf and counter displays," he said, and added that any goods they had a mind to sell could be sold.

As an illustration of this he recalled an instance where a certain firm sent a barrel of sauerkraut by mistake. Anyway, it was kept, and, while they had never had any demand for this article previously, they soon sold the sauerkraut. Every time the window is changed goods are sold from it, and it is, therefore, considered one of the best introducers of goods about the store.

Commodious Double Refrigerator.

The Duff Store has installed a large double refrigerator, which is used by both the grocery and meat departments. It has glass fronts, so that the meats in the one side, and cheese, butter, eggs, etc., on the other, can be seen by the customer and acts as a selling device as well as a cooler. The doors are large enough for a couple of persons to pass through at once. In fact, each room of the refrigerator has sufficient capacity to put in a good percentage of the store's stock. The ice compartment is not seen from the store, the ice being all put in from the rear. This refrigerator is particularly useful for the Duff Store because of the extent of the butter, egg and meat trade.

The meat department is separated from the grocery by doors swinging both ways and a glass partition. This Mr. Duff considers a very important department. Meat is one of the important purchases of the people along the beach in the summer season, and it begets a lot of trade for groceries. The meat counter is fitted up with a marble top and computing scales, and over it are two large fans driven by electricity. These eliminate the fly pest effectively.

In the warehouse to the rear is an elevator to carry the goods to the warehouse above. All opened goods are kept above the store and the unopened at the rear. This arrangement prevents pilfering.

Above the store ceiling and under the floor of the upstairs warehouse is a space some two or more feet wide, left for putting in small motors or other small machinery which may be installed from time to time. The elevator is operated by a motor. It is only necessary to turn on the switch, and up it goes with a load of goods.

IMPORTANCE OF CONSERVATION OF TIME AND SPACE.

(Continued from page 103.)

is needed by one of the clerks he can go upstairs and at one glance find just what he requires. This saves (during the week) many hours of precious time, and perhaps the temper of some customer downstairs, for the clerk does not have to go hunting among boxes and barrels, that always have a knack of being apparently everywhere but in the expected place when not required.

A warehouse man is always on hand to keep things in working order, he having charge over the warehouse, stock, empties and arrivals, etc., carefully taking note of all the goods he receives, and checking them by the traveller's order. In addition, he is supplied with a book, in which he daily marks down the name of any line of goods that happens to be running out of stock, care being taken that we are never out of an article, if it is at all possible to buy it.

As in the front store, so in the order department, system plays a most important part, thus making a guarantee to each customer that the goods she orders, either by 'phone or otherwise, will be delivered to her satisfaction. Nothing strengthens the confidence of the buyer toward the store more than to know that she can rely absolutely on us to deliver just the articles she asks for.

To attain this satisfactory condition between grocer and housewife, care must be exercised in the filling and checking of all orders leaving the store. No two clerks are allowed to work on one order, thus eliminating confusion and mistakes. In order to further guarantee perfect delivery, only the head clerk of the department is permitted to check and pack the goods, he also supervising the delivery of the same; so it comes that mistakes are few and far between, to the welfare of customer and store.

I might add that there are four copies of " Canadian Grocer " arriving every week at the store, so you can take it for granted that we all value your paper, in fact, we could not do without it—the advice given is always so practical.

ATTRACTING OLD COUNTRY TRADE.

Like most cities in Ontario there are a great many Old Country people in Stratford. W. J. McCully has hit upon a plan for attracting their trade along what may be called sentimental lines.

In one of his windows is a large drawing of a steamer discharging passengers and freight, and on the card are the words, "From Home!"

Displayed in the window is a choice collection of goods "From Home," jellies, cocoas, pickles, jams, etc.

Putting Originality Into the Cigar Display

Montreal Dealer's Idea of Making the Windows Pull Trade—His Ideal of a Background—Selling Points on Tobaccos and Cigars.

A dealer said to the writer the other day, "No, I don't handle tobacco. I have practically no call for it. Let the tobacconist do that work. It's his business, not mine."

On further discussing the matter the grocer in question admitted that he had had some requests, and while this very admission aroused curiosity on the part of the writer as to why he would not sell it and make a few extra cents, as money these days is not so very plentiful, a few glances round the store soon provided the answer. In one corner lay a heap of goods; in another vegetables were scattered hurly-burly, and in another ———. Yes, this dealer was a mere automaton, perhaps not as regular as the latter; at all events not widely enough acquainted with the game and certainly not likely to ever become a Wanamaker.

Contrast with his methods those of the proprietor of the store, a cigar window of which is here depicted. J. Levi the proprietor has ideas on salesmanship.

He realizes the value of display, and furthermore he is a believer in "one article—one display," not "many articles—one display." He holds that the retailer who wishes to sell one particular line, and get the sales of it greased up, should not distract attention from it by having it prominent in a medley, but should rather have it prominent amongst itself, if such an expression will be pardoned.

Background Originality.

"I am a believer in originality in backgrounds. The eye focussed on the window invariably is inclined to penetrate, but I do not want the eye in the interior of my store until the window has done its work, so that I invariably block the back of the window with such attractive material that it simply drives the eye to the object of which it is descriptive, and the object is always so good that in most cases it invites a test and 'in they come.'

"That is my plan. I can always count on my windows to sell, but they would not pull so well if I were to allow the manufacturers to dress them, because they would appear very much like the other fellow's—too much of a sameness."

The truth of these statements will be readily understood if you study this photograph. Look at the originality in the centre show card. The Cuban cigar and the message in the word Cuba ("See you be a") are well hitched up and after perusing this the pedestrian looks once more at the array of "good smokes" and as aforesaid in many cases, purchases.

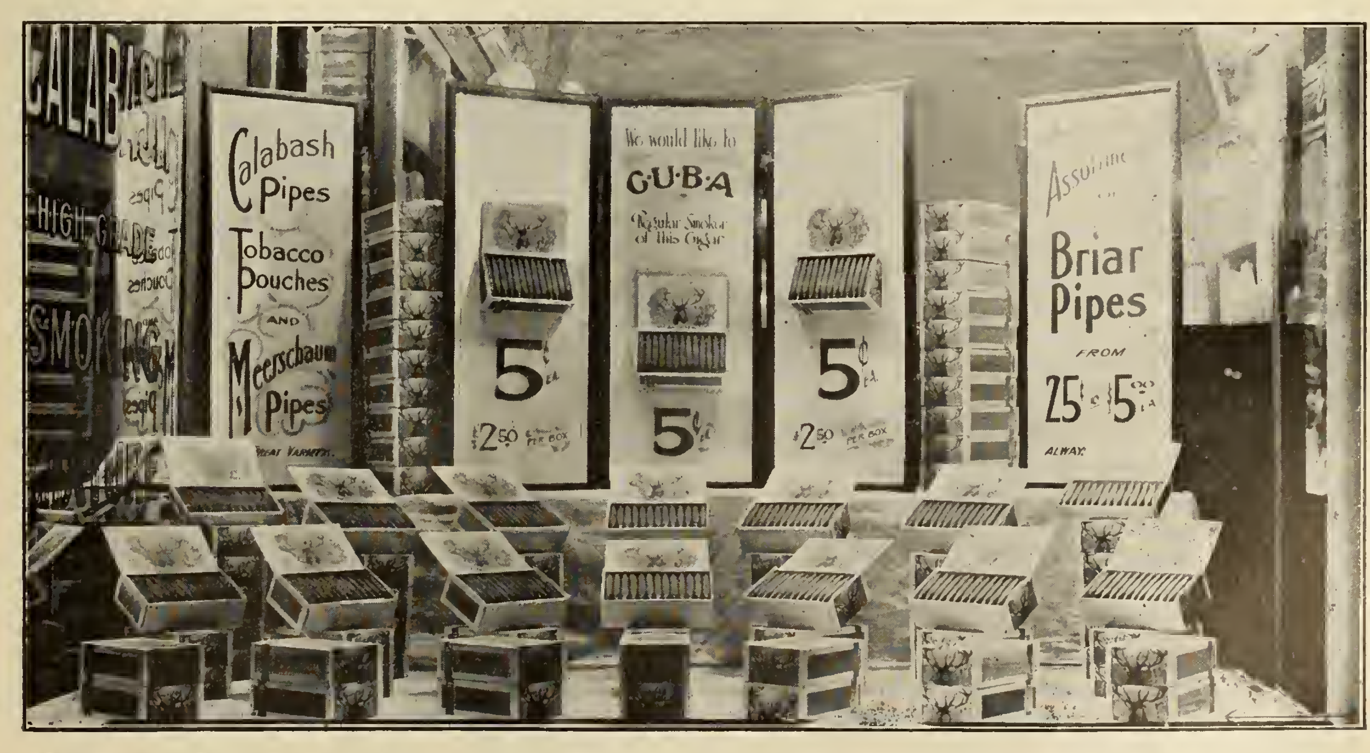
Retailers' Possibilities.

"Grocers have not yet half studied out the possibilities there are for them in all forms of tobacco," remarked a dealer recently. "Why should retailers not get as big a share of this profitable business as the druggist does or the confectionery trade?"

"Windows will pull if properly dressed."

Certainly they will and one's enthusiasm will be greater if he will right now begin to think that "all trade is his," and go after it.

The handling of cigars—that is the proper handling of them—necessitates the use of a showcase, and an air-tight one at that. The cigar to provide a satisfying smoke and not unroll should contain a certain amount of moisture. Many dealers use as a humidor a damp sponge or glass of water, and as there is no extra outlay on this material, it can readily be seen that a little extra profit is not hard to secure.



A Montreal cigar display simply arranged but possessing good selling qualities. Boxes of cigars and pipes make acceptable Christmas boxes, and retail dealers should "play up" this more than is their custom.

The Clerks' Page

By the Cub Reporter

AN ERROR IN SPELLING.

A retail salesman writes:—"In your market reports in the Canadian Grocer, you spell cardamom 'cardamon,' which is not correct. Excuse the liberty, but it appears too regularly to blame the printer."

Editorial Note. — Here is a bright young man who reads the market reports. "Cardamom," is of course the correct spelling.

CINNAMON AND CASSIA.

The Cub Reporter.—Will you please let me know in your Clerk's Page the difference between cinnamon and Cassia?

DAUPHIN, MAN. CLERK.

Editorial Note.—Cassia and cinnamon are both bark, and taken from the same tree, "Cassia Ignea." The cinnamon is the inner bark and is more tender; cassia, the outer and more coarse. Price of former is therefore much higher. Spice manufacturer in defining difference this week for Canadian Grocer said: "Cinnamon may be called the 'cream,'' and cassia the 'milk.' "

CLERK'S WORK APPRECIATED.

Bruce McDougall, a clerk in his father's store in Ingersoll, Ont., is known to Canadian Grocer readers as a window trimmer with some fine ideas. In Ingersoll not only customers but public men observe his work and commend it highly. A fall goods window he recently showed is reproduced elsewhere in this issue, and when the curtain was drawn, it is easily understood he had a good many onlookers.

Among these was Joseph Gibson, the Ingersoll postmaster, who generously wrote out his impressions on the display and at same time gives some well-deserved praise to the young man. Mr. Gibson says in part:—

"In passing down Thames street you will invariably notice a crowd of people standing in front of McDougall's window, one of the leading grocers of our town, looking at a sample of window dressing, the finest I have ever seen in all my wanderings up and down this country for the past fifty years. It is well nigh a perfect picture of decorative art. The three kingdoms of nature have each contributed their share to produce this charming effect. Here you can see the animal, vegetable and mineral kingdom so artistically arranged that they have made this window an object of general admiration. All of the goods are of the finest quality, for which this store is justly noted and the arrangement is all that the most exacting could require; in fact it seems to me that even after partaking his Christmas dinner one would feel like whetting his appetite again, after looking upon such an inviting prospect.

"Bruce McDougall is certainly an artist at window dressing and in this case the handiwork would do great credit to any city on the continent. If ever this young man should succeed in securing a home of his own and beautify it within and without after the fashion of this piece of skill, then some happy girl will get a glimpse of a little paradise on this side of the great divide."

EFFECTIVE ARGUMENTS.

The Cub Reporter.—In selling an expensive broom I would point out to the customer the better quality of corn, the smooth handle, the good workmanship, such as the strong way in which it was wired and sewn together. Then ask her to compare the 40 cent broom with the 30 cent line, and at the same time advise her to take the 40 cent one, as we found by using a broom around the store that the expensive broom lasted much longer and gave far better satisfaction, also pointing out the fact that we sell two of the 40 cent brooms to one of the cheaper lines.

Kelowna, B.C. H. N. DE HART.

A PLACE FOR THE MASTER.

A master is a man who knows a thing so well that he can and does pass the "know how" along to others. He is a man who realizes there is something more to any job than mere making good.

"That boy is a comer. He can sell goods. He ought to have a chance."

Look at the man who makes a statement like this, and what do you see?

You see a man with a discerning mind, a knowledge of human nature, an unselfish viewpoint, and, greater than all, a profound understanding of his job—what it is, what it can be. You see a master.

The true master of men, the ideal executive, exults over the finding of a real man for his business as much as does the scientist who finally discovers some rare species of animal life with a name as long as your arm, which he has been hunting for years. When he finds a man with brains and horse sense who doesn't know it all, who grows with each mistake, who is hard to bury with work, whom reproof can't crush, who has stability and a fair amount of human virtue—when he finds such a man and has ability to recognize him and breadth enough to train him, he has attained greatness.

When you are working for another he is entitled to your brains, if you have any. If he is not worthy of your best, leave him. There surely is a place for you somewhere—a place that will call for all you have. And you cannot do this all simply by doing your own work well. You are doing much, but not enough, when you develop and expand your job with each day, month and year.

OBSERVATIONS OF THE CUB REPORTER.

Regularity in work, play and rest goes a long way towards good health.

* * *

When you haven't said anything discourteous you don't have to explain it.

* * *

By doing only what one is paid for, increases in salary do not come very rapidly.

* * *

Always keep a little ahead of your job. You will then be the first considered when promotion time arrives.

* * *

Second thoughts are best only when they arrive on time.

THE MAN WHO DELIVERS THE GOODS

By Walt Mason.

There's a man in the world who is never turned down,
Wherever he chances to stray;
He gets the glad hand in the populous town,
Out where the farmers make hay;
He's greeted with pleasure on deserts of sand,
And deep in the aisles of the woods;
Wherever he goes there's the welcoming hand—
He's The Man Who Delivers the Goods.
The failures of life sit around and complain:
The Gods haven't treated them white;
They've lost their umbrellas whenever there's rain,
And they haven't their lanterns at night;
Men tire of the failures who fill with their sighs
The air of their own neighborhoods;
There's a man who is treated with love-lighted eyes—
He's The Man Who Delivers The Goods.
One fellow is lazy and watches the clock,
And waits for the whistle to blow;
And one has a hammer with which he will knock,
And one tells a story of woe;
And one if requested to travel a mile,
Will measure the perches and roods;
But one does his stunt with a whistle or smile —
He's The Man Who Delivers The Goods.
One man is afraid that he'll labor too hard—
The world isn't yearning for such;
And one is alert, on his guard,
Lest he put in a minute too much;
And one has a grouch or a temper that's bad,
And one is a creature of moods;
So it's hey for the joyous and rollicking lad—
For The One Who Delivers the Goods.

Opening Prices on Late Fruits and Vegetables

All Quotations Lower Than Last Fall—Tomatoes at $1.15, a Reduction of 22½c, and corn at 92½c—New Valencias Arrive and New Beans — Advance in Some Tobaccos — New Evaporated Apples Open at 9 Cents.

MARKETS IN BRIEF

QUEBEC.

PRODUCE AND PROVISIONS—

Decline in hogs and smoked meats easier. Barrelled pork likely to advance.
Cheese firm on better cable reports.
Demand for poultry fell off in warm weather.

FRUIT AND VEGETABLES—

Apples advance.
Florida limes up.
Spanish onions 50c higher.
Tomatoes and cucumbers becoming scarce, and prices rise.

FLOUR AND CEREALS—

Good export demand for flour.
Cornmeal a little easier.
Supplies of mill feeds light, and present prices likely to continue.

FISH AND OYSTERS—

Oyster demand increasing.
Halibut scarce and higher, said to be due to likelihood of export to U.S.
Few immediate effects of new U. S. duty.

GENERAL GROCERIES—

Canned tomatoes open at $1.15 for 3s, and corn, 92½c for 2s.
Prices on all late fruits and vegetables lower than in 1912.
Some tobacco advances occur.
Sugar market lacks strength.
Prune prices expected to be high.
Nuts generally firm.

ONTARIO.

PRODUCE AND PROVISIONS—

Butter and eggs easier.
Cheese ⅛c firmer.
Hogs 25c lower.
Turkeys likely to be shipped to U.S. at Thanksgiving, and lessen Christmas supply.

FRUIT AND VEGETABLES—

Late varieties of peaches higher than finest Elbertas were.
Grapes up 5 to 7½c.
Apples active again and barrel prices up to $3.50.
Market glutted with celery and cabbage.
Citrons and pumpkins plentiful.

FISH AND OYSTERS—

Lake herring scarce and price up 2c.
Halibut scarce and advances 1c.
Salmon trout coming in plentifully.
New shipments of Digby herring.
Oysters continue in steady demand.

FLOUR AND CEREALS—

Little buying at reduced rates in flour as trade look for still lower prices.
Rolled oats steady and prices likely to remain unchanged.
Mill feeds continue very firm and scarce.

GENERAL GROCERIES—

New canned prices out. Tomatoes at $1.15, somewhat higher than expected, but only 60 per cent. pack yet. Corn at 92½c, 5c below last year. All other lines lower.
New evaporated apples at 9c.
New Valencia raisins arrive and sell at 8c.
Old nuts scarce.

QUEBEC MARKETS.

Montreal, Oct. 8.—General conditions are, according to the jobbing trade, showing unmistakable signs of improvement. This is particularly the case in so far as staple groceries are concerned, and as money gradually eases up conditions will even be better.

The chief item of interest this week is the advance news of opening prices on late vegetables and fruits. As expected, canned tomatoes are lower than last year by 22½ cents per dozen, but not so low as anticipated earlier in the season. Corn, too, is a shade lower than 1912, and all late fruits are lower. Reductions in canned peaches all along the line are noticeable.

There is considerable talk about the new United States tariff and its probable effect on prices here, but few seem to be willing as yet to make definite predictions on what results will be.

SUGAR.—Decline in sugar of 10 cents announced last week holds, trade having slackened off since bulk of preserving is over.

The opening of the domestic beet refined campaign in the United States is given as the chief reason for the decline in New York. Business there continues on hand-to-mouth basis. Total stocks and afloats of raws together showed at end of last week an ncrease of 355,244 tons over same week year ago. Prevailing price on October 10, 1912, was $4.85, which was 45 cents per cwt. above present prices.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	4 40
20-lb. bags	4 50
2 and 5-lb. cartons	4 70
Second grade, in 100-lb. bags	4 25
Extra Ground Sugars—	
Barrels	4 80
50-lb. boxes	5 10
20-lb. boxes	5 20
Powdered Sugars—	
Barrels	4 80
50-lb. boxes	5 00
25-lb. boxes	5 00
Paris Lumps—	
100-lb. boxes	5 15
50-lb. boxes	5 35
25-lb. boxes	5 45
Crystal Diamonds—	
Barrels	5 20
100-lb. boxes	5 35
50-lb. boxes	5 45
5-lb. cartons	5 30
Crystal Dominoes, cartons	7 10
Yellow Sugars—	
No. 3	4 45
No. 2	4 45
No. 1	4 05

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

SYRUPS AND MOLASSES.—Good trade is anticipated in syrups from now on. Cooler weather would help, as this is particularly a fall and winter line. High price of butter will also help in cases where both cannot be afforded. Altogether this looks like a good syrup and molasses season.

Barbados Molasses—	Prices for Island of Montreal. Extra Fancy.	Fancy.	Choice
Puncheons	.44	.41	.39
Barrels	.47	.44	.42
Half Barrels	.49	.46	.44

For outside territories prices range about 2 cents lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.		0 04
Pails, 38½ lbs., $1.85; 25 lbs.		1 35
Cases, 2 lb. tins, 2 doz. in case		2 50
Cases, 5 lb. tins, 1 doz. in case		2 85
Cases, 10 lb. tins, ½ doz. in case		2 75
Cases, 20 lb. tins, ¼ doz. in case		2 70
Maple Syrups—		
Pure, per 8½ lb. tin		0.75
Pure, in 15 gal. kegs, 8c. per lb., or per gal		1.00
Maple Sugar, pure, per lb.	0 10	0 11

DRIED FRUITS. — All indications point to a high market in prunes this year. Last season prices declined considerably, and some losses occurred, but the opposite appears to be the outlook for this season. Valencia raisins are lower and California higher than year ago. Early advices on currants indicated lower prices, but rains during the drying season will have some influence.

Figs will apparently be a little lower than year ago, but on the whole prices will be about the same for Christmas dried fruits.

On account of apple scarcity, evaps. will continue to strengthen.

A shipment of Persian dates is on the way to New York. The new Smyrna fig season is also opened with a none too active demand as yet.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 07½	0 08
Nectarines, choice	....	0 11
Peaches, choice	....	0 09¾
Pears, choice	....	0 12½
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 17
Lemon	....	0 11
Orange	....	0 12
Currants—		
Amalias, loose	....	0 07
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg.	....	0 10
Fards, choicest	....	0 11
Hallowee, loose	....	0 06
Hallowee, 1-lb. pkgs.	....	0 06½
Figs—		
Finest, 5 crown, about 12 pounds....	....	0 15
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	....	0 14
50 to 60, in 25-lb. boxes, faced	....	0 13
60 to 70, in 25-lb. boxes, faced	....	0 12
70 to 80, in 25-lb. boxes, faced	....	0 08½
80 to 90, in 25-lb. boxes, faced	....	0 08
90 to 100, in 25-lb. boxes, faced	....	0 07½
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 50	5 25
Muscatels, loose, 3 crown, lb.	....	0 07½
Sultana, loose	....	0 10
Sultana, 1 lb. pkgs.	....	0 11½
Valencias, old stock	....	0 04
Seeded, fancy	....	0 09½
Seeded, choice	....	0 09

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

TEAS. — Generally speaking, good teas on primary market are firm. Local trading is not extra brisk, but the usual steady trade is passing.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 75	1 00

India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Spanish No. 1	....	0 12¼
Virginia No. 1	....	0 13¼
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey, gunpowder, pinhead	0 30	0 50

COFFEE.—There is little change in the coffee situation from week ago. Market is firm in the South.

Coffee, Roasted—	Per	lb.
Jamaica	0 21½	0 23½
Java	0 29	0 33
Maracaibo	0 21	0 23
Mexican	0 25	0 28
Mocha	0 28	0 29
Rio	0 19½	0 21½
Santos	0 20½	0 23

SPICES.—Pickling spice season is on the wane, but business was good while it lasted. There is, however, a good call for spices used in Christmas baking.

RICE AND TAPIOCA.—The advance in rice, as quoted last week, holds steady with demand fairly active, as rice is more and more being considered a splendid fall and winter food. Tapioca market is shade easier, as stated last week.

Rangoon Rice—	Per cwt.
"B," bags 50, 100 and 250 lbs	3 30
"B," pockets, 25 lbs.	3 40
"B," pockets 12½ lbs.	3 50
"C.C.," bags 50, 100 and 250 lbs	3 20
"C.C.," pockets 25 lbs.	3 30
"C.C.," pockets 12½ lbs.	3 40
India bright	3 45
Lustre	3 55
Fancy Rices—	**Per cwt.**
Polished Patna	4 40
Pearl Patna	4 60
Imperial Glace	4 90
Sparkle	5 10
Snow, Japan	5 30
Ice drips, Japan	5 45
Crystal, Japan	5 10
Carolina head	7 10

Imported Patna—	Per	lb.
Bags, 224 lbs.	0 05½	0 05¾
Half bags, 112 lbs.	0 05¼	0 05½
Quarter bags, 56 lbs.	0 05⅜	0 05⅝
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05
Tapioca—	**Per**	**lb.**
Singapore, medium pearl	0 04½	0 05
Singapore, seed	0 04½	0 05
Penang	0 04½	0 05

NUTS.—Supplies on spot of most nuts are not large, and prices rule from steady to firm. The best buying season of the year is at hand, and a more active market is expected.

In shell—	Per	lb.
Almonds	....	0 17
Brazils	0 20	0 21
Filberts	0 13	0 14
Peanuts, American, according to qual.	0 09	0 12½
Peanuts, French	....	0 09
Pecans, polished, large	0 18	0 19
Walnuts, marbots	0 15	0 16
Shelled—		
Almonds, Valencia	0 38	0 40
Almonds, Alicante	....	0 45
Almonds, Jordan	....	0 50
Cocoanut, shredded p,kgs., ¼ lb., 30c; ¼ and ½ lbs., mixed, 29½c; ¼ and ⅛ lbs., mixed	....	0 30½
Cocoanut, shredded, pails, 10 & 15 lbs	....	0 20
Cocoanut, shredded, tins, 5 lbs	....	0 21
Peanuts	0 08	0 09
Walnuts	0 31	0 33

DRIED VEGETABLES.—News received here indicate that Ontario beans will be of good quality this year, and that crop has been good. It is expected that fewer Austrian beans will be imported this year on that account.

Barley—		
Pot, bbls. 196 lbs., lb., 3½c; bbl	....	6 75
Pot, bags 98 lbs.	....	3 00
Pearl, imported Scotch	0 03¾	0 04½
Beans—	**Per**	**lb.**
Dry Lima	0 07	0 07½
White, choice stock	0 03	0 03¼
Lentels—		
Green	0 05	0 06
Red	0 06	0 07
Peas—		
Green, whole	0 04⅛	0 04½
Green, split	0 05½	0 06
Green, decorticated	0 05	0 05½
Yellow, split	0 03¼	0 03½
Chic peas, large	0 05	0 05½

CANNED GOODS.

MONTREAL.—Advance notices on opening of late fruits and vegetables were received this week and prices in every case are lower as was anticipated. Tomatoes have opened at $1.15 for 3's, as compared to $1.37½ last year. New prices on tomatoes are about on par with those of 1911. Some time ago it was believed that tomato prices would be around 95 to $1.00, but frosts in middle of September, particularly in Eastern Ontario, put somewhat of a crimp in that outlook.

Corn has opened some 2½ cents per dozen below last year. Those who gave their orders before May 1 last, get their goods at 2½ cents dozen below prices quoted.

Canned peaches and plums are also lower all along the line as are other fruits as well.

BUSINESS SITUATION GRADUALLY IMPROVING

Bradstreet's says that rapid improvement is going on in the various wholesale houses in Montreal. Money is circulating more freely. Improvement is shown in remittances and city collections, and optimistic conditions rule in general. Most manufacturers are busy. Country produce markets have been advancing in view of tariff reform in the States, as large quantities have already been bought for shipment there. This refers particularly to butter. Local demand is strong for eggs. Cheese is easier, although exports have improved lately. Montreal has sold a good deal of Western wheat for European account. Grocery trade is just beginning to open up for the Fall.

R. G. Dun and Company report that trade in wholesale lines in Toronto has been fairly active during the past week. The early movement of the Western crops has had a beneficial effect, and the money tension has been relieved to some extent. The value of the crops in the Prairie Provinces this year is estimated at $240,000,000. Merchants are in good spirits, and the outlook is encouraging. Groceries are fairly active, with the staple lines moving freely. Leather continues very firm, and hides also firm. Provisions are selling well at firm prices. The grain trade is fair, but the movement is still in Manitoba wheat. Ontario grains are not offering very freely, and prices are maintained. In butter and eggs trade is up to the average, with prices firmer.

Toronto, Oct. 9.—Prices on late fruits and vegetables were announced this week. Tomatoes open at $1.15 for group A., as compared with $1.32½ last year. Although not as low as expected, considering abundant crop, wholesalers feel that retail sales will be large, at 2 for 25 cents. This would give about 25 per cent. profit on selling price. It is pointed out that canners so far have put up only 60 per cent. of requirements, and there still is danger of frosts cutting down balance.

Corn, second great factor in late quotations, is, as expected high, owing to small crop, but at 92½ is 5 cents below last year. Many expect retailers will group corn at 92½ with peas at 82½ and sell 3 for quarter, making up on peas lower profits on corn. Peaches are low for heavy syrup price, $1.27½, 22½ below last year.

Expectations are for heavy sales in nearly all lines.

Below are given figures for group "A" 1913 and 1912:

	1913.	1912.
Corn, 2's	$ 0 92½	$ 0 97½
Tomatoes, 3's	1 15	1 37½
Tomatoes, gals.	3 32½	4 02½
Apples, 3's	0 97½	1 00
Apples, gals.	2 42½	2 55
Pumpkins, 3's	0 82½	0 85
Pumpkins, gals.	2 27½	2 55
Peaches, H.S., 2's	1 27½	1 50
Pears, H.S., 2's	1 52½	1 77½
Pears, L.S., 2's	0 97½	1 22½
Lombard plums, 2's	0 87½	0 90

Group "B" grade 2½c per doz. less than above.

Rumor was current from coast this week that pink salmon would be advanced as well as the best grades. Sales continue very heavy.

VEGETABLES.

Ontario and Quebec Prices.

		Group A, per doz.
2's Asparagus Tips	....	2 27½
2's Asparagus Butts	....	1 42½
2's Beets, Sliced, Blood Red, Simcoe	....	0 97½
2's Beets, whole, Blood Red, Simcoe	....	0 97½
2's Beets, Whole, Blood Red, Rosebud	....	1 27½
3's Beets, Sliced, Blood Red, Simcoe	....	1 32½
3's Beets, Whole, Blood Red, Simcoe	....	1 37½
3's Beets, Whole, Blood Red, Rosebud	.. .	1 52½
3's Cabbage	....	0 97½
2's Carrots	....	0 97½
3's Carrots	....	1 27½
2's Peas, Standard, sieve 4	....	0 82½
2's Peas, Early Junes, sieve 3	....	0 85
2's Peas, Sweet Wrinkles, sieve 2	....	0 87½
2's Peas, Extra Fine Sifted, sieve 1	....	1 27½
Gals. Peas, Standards	....	4 02½
Gal. Peas, Early Junes	....	4 12½
Gal. Peas, Sweet Wrinkles	....	4 27½
2's Spinach	....	1 27½
3's Spinach	....	1 77½
Gals. Spinach	....	5 30
Beans—		Group A
2s, golden wax, midget, Arctic brand		1 15
2s, golden wax		0 85
3s, golden wax		1 22½
Gallon, golden wax		3 52½
2s, Refugee or Valentine (green)		0 85
3s, Refugee (green)		1 22½
2s, Refugee, midget, Auto brand		1 15
Gallons, Refugee		3 52½

(Group B is 2½c. doz less in each case.)

FRUITS.

2's Black Cherries, pitted H.S.	....	1 92½
2's Black Cherries, not pitted H. S.	....	1 52½
2's Red, Ptd, Cherries, H.S.	....	1 92½
2's Not ptd., Red Cherries, H.S.	....	1 52½
Gals., Ptd., Cherries	....	8 52½
Gals. Not Ptd. Cherries	....	8 02½
2's Cherries, White Ptd., H.S.	....	1 92½
2's Cherries, White, Not Ptd., H.S.	....	1 52½

2's Black Currants, H.S.	....	1 92½
2's Preserved, Black Currants	....	2 27½
Gals. Black Currants, Standard	....	5 27½
Gals. Black Currants, Solid Pack	....	8 27½
2's Red Currants, H.S.	....	1 92½
2's Red Preserved Currants	....	2 27½
Gal. Red Currants, Standard	....	5 27½
Gals. Red Currants, solid pack	....	8 27½
2's Gooseberries, H.S.	....	1 77½
2's Gooseberries, Preserved	....	2 02½
Gals. Gooseberries, Standard	....	7 02½
Gals. Gooseberries, solid pack	....	8 77½
2's Pineapple, sliced, H.S. White Bahama	....	1 92½
2's Pineapple, grated, H.S. White Bahama	....	1 47½
2's Pineapple, whole, H.S., White Bahama	....	1 92½
3's Pineapple, whole, H.S. White Bahama	....	2 47½
2's Rhubarb, Preserved	....	1 52½
3's Rhubarb, Preserved	....	2 27½
Gals. Rhubarb Standard	....	3 52½
2's Strawberries, H.S.	....	1 92½
2's Strawberries, Preserved	....	2 27½
Gals. Strawberries, standard	....	7 52½
Gals. Strawberries, solid pack	....	9 77½
(Group B is 2½c doz. less in each case.)		
Lawtonberries—		
2s, blackberries, H.S.		1 92½
2s, preserved		2 12½
Raspberries—		
2s, black, H.S.		1 92½
2s, black, preserved		2 12½
Gals., black, standard		7 02½
Gals., black, solid pack		9 27½
2s, red, H.S.		1 92½
2s, red, preserved		2 12½
Gals., red, standard		7 27½
Gals., red, solid pack		9 27½
Group B, 2½ cents less per dozen.		

Salmon—		
Fraser River Sockeyes—		
1 lb. talls, dozen	....	1 95
1 lb. flats, dozen	....	2 07½
½ lb. flats, dozen	....	1 27½
Northern River Sockeyes, dozen	....	1 90
Red Springs, dozen	....	1 80
Cohoes, dozen	....	1 45
Pinks, dozen	....	1 00

ONTARIO MARKETS.

Toronto, October 9.—As an introduction to this week's review of general groceries market Canadian Grocer cannot do better than quote two opinions expressed to staff representative on Wednesday. Both are unusually cheering and reflect general feeling that seems to be passing over whole Dominion.

Said a partner in a large wholesale grocery firm: "Ontario trade is quite up to normal, and the West is improving rapidly. We look for a good fall business." He added that canned salmon were selling exceptionally well, and that both earlier and latest in canned fruits and vegetables would have big sales.

Said the head of a firm that deals in a certain line that is used in every household from end to end of Canada.

"Ontario trade is quite normal, with as good results and prospects as during the last few years of material progress. In the West there is increased activity, owing to improved business prospects."

Both men are regarded as level-headed and shrewd in diagnosing conditions.

Only market feature this week is announcement of late fruit and vegetable openings, which are referred to below.

SUGAR.—Beginning of October marks new sugar year when new crop European and domestic beet sugars appear on market. This year European surplus is 350,000 tons greater than last year, and stocks of raw cane sugar in United States and Cuban ports are 314,834 tons compared with 167,590 tons last year, and 5,000 tons United States domestic beet refined carried over. However, increased consumption in Europe and America makes it unlikely, in opinion of many experts, that prices will be on lower basis during present year, but rather have a higher trend.

As great bulk of preserving is over local demand is quiet and most retailers feel safe in depending on continuance of present reduced prices.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	4 50
20 lb. bags	4 60
2 and 5 lb. cartons	4 80
Beaver granulated, in 100 lb. bags	4 35
Extra Ground Sugars—	
Barrels	4 35
50 lb. boxes	5 10
25 lb. boxes	5 30
Powdered Sugars—	
Barrels	4 70
50 lb. boxes	4 90
25 lb. boxes	5 10
Paris Lumps—	
100 lb. boxes	5 25
50 lb. boxes	5 35
25 lb. boxes	5 55
Crystal Diamonds—	
Barrels	5 30
100 lb. boxes	5 25
50 lb. boxes	5 35
5 lb. cartons	7 40
Crystal Dominoes, cartons	7 50
Yellow Sugars—	
No. 3	4 45
No. 2	4 35
No. 1	4 05

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

SYRUP AND MOLASSES.—Market continues unchanged this week.

	Per case.	
Syrups—		
2 lb. tins, 2 doz. in case	....	2 50
5 lb. tins, 1 doz. in case	....	2 85
10 lb. tins, ½ doz. in case	....	2 75
20 lb. tins, ¼ doz. in case	....	2 70
Barrels, per lb.	....	0 03½
Half barrels, lb.	....	0 03¾
Quarter barrels, lb.	....	0 04
Pails, 38½ lbs. each	....	1 85
Pails, 25 lbs. each	....	1 35
Molasses, per gallon—		
New Orleans, barrels	0 27	0 29
New Orleans, half barrels	0 29	0 31
West Indies, barrels	....	0 28
West Indies, half barrels	....	0 30
Barbados, fancy, barrels	0 45	0 47
Barbados, fancy, half barrels	0 49	0 50
Maple Syrup—Compound—		
Gallons, 6 to case	....	4 80
½ gals., 12 to case	....	5 40
¼ gals., 24 to case	4 80	5 40
Pints, 24 to case	2 70	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	....	1 25
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	....	7 25
Quarts, 24 to case	7 25	8 40
Pints, 24 to case	....	4 70
Maple Sugar—		
Pure, per lb.	0 14	0 15
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	....	3 00
Maple butter, lb. tins, dozen	....	1 90

RICE AND TAPIOCA.—Market on lower grades is firming up and prospects are for higher prices as the Rangoon crop is short.

Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	....	0 05½
Patna, per lb.	0 05½	0 06½
Japan, per lb.	0 05½	0 08
Java, per lb.	0 06½	0 07
Carolina, per lb.	0 08	0 10
Sago—		
Brown, per lb.	0 04½	0 06
White, per lb.	....	0 05½
Tapioca—		
Bullet, double goat	....	0 09½
Medium pearl	....	0 05
Seed pearl	....	0 05½
Flake	....	0 09½

DRIED FRUITS.—Conditions and prospects are dealt with at length elsewhere in this issue. Evaporated apples, new crop, arrived this week and are up to 9 and 9½, while old are selling at 8 and 8½.

New stock of Valencia raisins coming in freely and selling at 8c, while old are still quoted at 7½c. Seeded are slightly higher, fancy up to 9c and choice advancing to 8¾c.

Few prunes still on market, and 90's-100's are quoted at .07½; 80's-90's at 8, and 70's at 8½. There supply of California's ends. Oregons are quoted at 9½ for 60's; 9½-10 for 50's-60's; and 10½ to 11 for 40's and 50's.

Apples, evaporated, new, per lb.	0 09	0 09½
Apples, evaporated, old, per lb.	0 08	0 08½
Apricots—		
Standard, 25 lb. boxes	0 16	0 18
Choice, 25-lb. boxes	0 18	0 20
Fancy	0 22	0 24
Candied Peels—		
Lemon	....	0 11
Orange	....	0 12
Citron	....	0 16
Currants—		
Filiatras, per lb.	....	0 06½
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	0 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ¼ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 07	0 07½
Package dates, per pkg.	0 06½	0 07½
Figs—		
Natural figs, in bags, lb.	0 05	0 07
Comadre figs, in taps, per lb.	0 04	0 04½
Elems, figs, in boxes, according to size, lb.	....	0 08
Peaches—		
Standard, 50-lb. boxes	....	0 08¼
Choice, 25-lb. boxes	....	0 08¾
Choice, 50-lb. boxes	....	0 08½
Raisins—		
Sultana, choice	0 10	0 12
Sultana, fancy	0 12	0 14
Valencia, new stock	....	0 08
Seeded, fancy, 1 lb. packets	....	0 09
Seeded, choice, 1 lb. packets	....	0 08¾

SPICES.—Demand is still good for fall pickling. Prices are unchanged.

	5 and 10 lb. Tins.	¼ lb. pkgs., doz.	¼lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	23—28	72—0 90	90—1 15
Cloves	30—35	1 08—0 95	..—1 08
Cream tartar	33—35	....	....
Curry powder	..—35	....	....
Ginger	22—27	65—0 85	75—0 95
Mace	75—1 00	....	..—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	19—22	67—0 75	80—0 90
Peppers, white	27—29	90—1 05	1 05—1 15
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	75—0 00	75—0 00
Turmeric	16—18	....	....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Cardamom seed, per lb., in bulk	1 80	2 25
Carraway, per lb.	....	0 10
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 10	0 12
Celery seed, per lb., in bulk	0 60	0 70
Shredded cocoanut, in pails	0 18	0 20

NUTS.—There is scarcity of old nuts and arrival of new is awaited. Prices are unchanged yet.

	Per lb.	
In shell—		
Almonds, Formigetta	**0 15**	**0 16**
Almonds, Tarragona	**....**	**0 17**
Brazils	**0 20**	**0 22**
Filberts, Sicily	**....**	**0 12½**
Filberts, Barcelona	**....**	**0 09½**
Peanuts, green, per lb.	**0 10½**	**0 11**
Peanuts, roasted	**0 12½**	**0 14**
Pecans	**0 14**	**0 16**
Walnuts, Bordeaux	**0 13**	**0 13½**
Walnuts, Grenoble	**0 16**	**0 16½**
Walnuts, Marbots	**0 15**	**0 15½**
Walnuts, Cornes	**0 13**	**0 14**
Shelled—		
Almonds	**0 40**	**0 41**
Filberts	**....**	**0 27**
Peanuts	**0 09**	**0 10**
Pecans	**....**	**0 75**
Walnuts	**0 32**	**0 35**

COFFEE.—Since our last report, coffee, in foreign markets, has showed continued advances. Options are now all above 10 cents, distant months being at 11 cents. An advance has been established since first week in September of fully 2 cents per lb. on Santos. Rio has shown an advance of 1½ cents per lb. for period. Milds, such as Bogotas, Mexicans, Guatemalas, etc., are reported very scarce at primary markets and New York, and values have been written up fully 2 cents per lb., the advance being most marked on Bogotas, Colombians and Moricaibos. Market looks strong at recently established advantage, and consensus of opinion among trade in New York is that prices will continue firm, and moderate advances are expected during active coffee season.

Local market is quite active, with free buying of Santos, Rios, Bogotas and

Maricaibos, largely for Western accounts.

Coffee, Roasted—		
Bogotas	0 27	0 28
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 18	0 20
Santos	0 22	0 23
Chicory, per lb.	0 10	0 12

BEANS.—First shipment of new Canadian beans reached Toronto this week. As predicted, Canadians are selling same price as imported. Market easier, down to $1.80 in Canadian prime.

Beans—	Per bushel.
Austrian H. P.	2 40
Canadian, prime	1 90
Canadian, extra H. P.	2 25
Yellow eyes	3 25
Brown	2 75
Peas, Canadian, per bushel	2 60
Green, imported, bush.	2 60

TOBACCOS. — Some manufacturers have advanced tobacco prices generally on account of having to pay more money for the raw leaf. The advances vary according to the different brands.

SALT.

Salt, bulk—	
Bbls., fine	1 55
200s, per cwt.	1 10
50's, fine or coarse	0 45
Salt, bags—	
100 3s	3 00
60 5s	3 00
42 7s	2 90
30 10s	2 80
15 20s	2 70

MANITOBA MARKETS.

Winnipeg, Oct. 7.—September shipments of grain aggregated some 27,000,000 bushels, and it has been estimated that some $22,000,000 in cash has been paid out to the farmers for this amount of produce. This large sum of ready money has been helpful, and is already bearing fruit in greatly improved collections.

The crop is still coming on the market in unprecedented volume; perhaps a little too fast, as the weight of Winnipeg receipts has undoubtedly exerted a bearish influence both in United States markets and at Liverpool. However, as between 80 and 90 per cent. of the grain is contract grade, farmers have been getting more profit this year than for the past two years, when a large percentage was so much damaged as to be only fit for feed.

All staple lines are steady, and the volume of business compares very favorably with that of last year, and the trade outlook is considered most satisfactory. The continued warm, bright weather has been favorable to the retailers, and industrial conditions are quite satisfactory, there being no lack of employment at good wages.

SUGARS.—The big rush in sugars may now be considered over, and things have settled down to normal. The market is well supplied, demand good, and prices steady.

Strange to say there was no reduction here in sugar last week, although there was a decline of 10 cents in the East.

Sugar—	Per 100 lbs. in bbls.
Extra standard granulated	5 10
Extra ground or icing	5 65
Powdered	5 45
Lumps, hard	5 95
Montreal yellow	4 65
B. C. yellow	4 65

Prices on sugar in bags, 5c per 100 lbs. less.

SYRUPS.—With the new tariff now in effect Argentine corn becomes a factor in the United States markets, and will tend to keep prices within certain limits. Corn as a matter of fact is cheaper by some cents than at the beginning of September, and corn products should be a shade easier at any rate. It is too soon, however, to expect any reductions.

Corn Syrups—		
Barrels, per 100 lbs.	....	4 25
Cases, 20-lb. tins, ¼ doz. in case	....	2 77
Cases, 10-lb. tins, ½ doz. in case	....	2 66
Cases, 5-lb. tins, ½ doz. in case	....	2 86
Cases, 2-lb. tins, 2 doz. in case	....	2 48
Molasses—	Per gal.	
Barbadoes	0 45	0 50
New Orleans	0 33	0 35
Maple Syrups—	Per case.	
Quarts	....	6 20
Half gallons	....	5 85

DRIED FRUITS.—Winter wood cutting camps will be organized now without loss of time. This means some heavy orders for certain lines. The end of the peach and plum season is also in sight. Generally a brisker trade may now be looked for. Prunes are reported pretty high.

		Per lb.
Apricots—		
Choice	....	0 16½
Standard	....	0 16
Slab	....	0 11½
Currants—		
Dry clean	....	0 07½
Washed	....	0 07¾
1 lb. package	....	0 08¾
2 lb. package	....	0 17¾
Figs, Cooking—		
Choice, boxes	....	0 06¼
Half boxes	....	0 06½
Half bags	....	0 05¼
Nectarines	....	0 11¼
Prunes, in 25-lb. boxes—		
90 to 100	....	0 06¾
80 to 90	....	0 06⅞
70 to 80	....	0 07½
60 to 70	....	0 08⅝
50 to 60	....	0 10¼
40 to 50	....	0 12
Raisins, Valencias—		Per box.
Fine, f.o.s., 28s, s.p.	....	2 75
Fine, selected, 28s, s.p.	....	2 70
4-crown layers, 22s, s.p.	....	2 75
4-crown layers, 17s, s.p.	....	1 40
4-crown layers, 17s, s.p.	....	0 75
Ne plus ultra, 82s, s.p.	....	2 20
Raisins, Sultanas—		
Californias	....	0 09¾
Smyrnas	....	0 14

COFFEES AND TEAS.—The marked reduction in Rios, to which attention was called two weeks ago, still holds, and places coffee at a lower figure than it has been for a long time. No immediate change is anticipated in market.

		Per lb.
Coffee—		
Rio, No. 5, green	....	0 12½
Rio, roasted	....	0 17¼
Santos, green	....	0 16
Santos, roasted	....	0 21
Chicory, per lb.	....	0 11¼
Teas—		
China, blacks, choice	0 25	0 40
India and Ceylon, choice	0 32	0 49
Japans, choice	0 35	0 45

NUTS.—There is nothing new to report in nuts, which are usually quiet at time of the year. Demand is naturally increasing with the city's growth, which has been great this year.

		Per lb.
In shell—		
Almonds, Tarragona	....	0 16¼
Brazils	0 18	0 19
Filberts, Sicily	....	0 11½
Peanuts, Jumbos, roasted	....	0 13
Peanuts, choice, roasted	....	0 11
Pecans	....	0 22
Walnuts, Grenoble	....	0 16
Walnuts, Marbot	....	0 13½
Shelled—		
Almonds	....	0 38
Walnuts	....	0 31

BEANS, Etc.—Pot barley has declined 20 cents per sack of 98 lbs. There are otherwise no new features in kindred lines. The advent of colder weather and organization of winter camps should improve trade in beans.

Beans—		
Hand picked	....	2 35
3 lb. picker	....	1 95
Peas—		
Split peas, sack, 96 lbs.		3 85
Whole peas, bushel	2 75	2 65
Barley—		
Pot, per sack 98 lbs.	....	3 45
Pearl, per sack 98 lbs.	....	4 75

PRODUCE AND PROVISIONS.—Creamery butter and the top grades of dairy remained unchanged, but dairy butter is very firm and likely to go higher. Eggs are still going up in price to the tune of 3c to 4c per dozen. Cured meats are steady. Lard unchanged. Cheese ¼c up.

Cured Meats—		
Hams per lb.	0 19	0 21½
Shoulders, per lb.	....	0 15½
Bacon, per lb.	0 20½	0 22½
Long clear, D.S., per lb.	....	0 13½
Mess pork, bbl.	....	28 00
Lard—		
Tierces, per lb.	....	0 12¾
50 lb. tubs	....	6 50
20 lb. pails	....	2 65
3 lb. tins, cases	....	8 25
5 lb. tins, cases	....	8 17
Butter—		
Creamery, per lb.	0 28	0 30
Dairy, per lb.	0 23	0 25
Cheese—		
Ontario, large, per lb.	....	0 16
Ontario, twins, per lb.	....	0 16¼
Eggs—		
Good eggs	....	0 24
Fresh gathered	0 30	0 32

SASKATCHEWA NMARKETS.

By Wire.

Regina, Oct. 8.—Practically all American tobaccos advanced 2 to 5 cents per pound. Some American cigarettes advanced 20 cents per thousand. Sugar has declined 10 cents per hundred. Rolled oats continue on up grade. Canned goods remain steady. Lard has advanced. Remaining markets hold fairly steady.

Produce aud Provisions—		
Bacon, breakfast, per lb.	0 22¾	0 23
Butter, creamery, per lb.	0 30	0 31
Corn, standard, per 2 dozen	2 05	2 10
Cheese, per lb.	0 16	0 16¼
Eggs, per dozen	....	0 30
Lard, 3's, per case	8 25	8 33
Lard, 5's, per case	8 15	8 23
Lard, 10's, per case	8 05	8 15
Lard, 20's, each	2 65	2 85
Flour and Cereals—		
Cornmeal, 24s, 67¾c; 29s, $1.20-$1.25; 10-10s, $2.55-$2.75; 49s, $1.35; 98s	....	2 44
Flour, 24s, $3.00; 49s, $2.95; 98s	....	2 90
Rolled oats, 10-8s, $2.35-$2.36; 20s, 55-56c; 40s, 99c-$1.00; 80s	2 05	2 10
General—		
Evaporated apples, per lb.	....	0 09
Potatoes, per bushel	....	0 50
Beans, Ontario, per bushel	2 00	2 10
Beans, Hungarian, per bushel	2 45	2 65
Raisins, seeded, per lb.	0 06½	0 08½
Rice, per cwt.	4 35	4 40
Sugar, standard, gran., per cwt	....	5 27
Sugar, yellow, per cwt.	....	4 87
Starch, standard, per case	....	2 80
Canned Goods—		
Corn, standard, per 2 dozen	2 05	2 25
Peas, standard, per 2 dozen	2 00	2 04
Tomatoes, standard, per dozen	2 75	3 25
Salmon, Sockeye, 4 doz. case	....	7 60

Enthusiasm, knowledge, industry, health and ability are the keys that will open all doors to anyone.

Price Comparison Table Back to 1890---Montreal Basis

	1913	1912	1911	1910	1909	1908	1905	1900	1895	1890
Sugar, extra gran., bags..........	$4.40	$4.95	$5.85	$5.05	$4.70	$4.70	$4.60	$5.20	$4.12½	$6.62¼
Butter, creamery prints	.30½	.30	.26½	.25½	.25½	.25½	.23½	.22	17½	.20
Eggs, selects	.31	.29	.28	.27	.24	19-20	.22	17.	.12¼	
Cheese, large	.14	.14¾	.15½	.12	.10¾	.12¼	.11⅜	.10½	.07¼	.10
Hogs, live, f.o.b.	8.75	8.60	6.75	9.15	8.40	*9.25	*8.50	*8.00	*5.75	*5.75
Hams, light	.20	.16½	.16½	.16½	.15½	.14½	.13½	.12½	.10	.11
Bacon, breakfast	.20	.18	.18	.21	.18	.15	.14	.14	.11	.10
Ham, boiled	.30	.26	.25	.27						
Lard, pure, tierces,375 lbs. net ...	.14½	.14	.11⅛	.15	16¼	.12½	.10¾	.10½	.10	.09
Lard comp., ditto	.10½	.10¼	.09¼	.13½	.10½	.08½	.06⅞	.07½	.07½	
Rlld. Oats, sm'l lots, 90 lbs. in jute	2.22½	2.50	2.60	2.20	2.50	2.55	2.40	1.90	1.95	
Potatoes, 90 lbs. bag	.85	2.00	1.15	1.00	.75	.90	.75	.75	.40	.60
Oranges, Valencias	7.00	4.50	4.50	4.00	3.75	3.75	5.00	4.50	4.00	5.50
Lemons, Verdelli	3.50	4.25	4.25	4.50	4.00	2.75	4.50	5.50	8.00	6.50
Beans, Canadian prime, bush.	1.80	3.10	2.55	2.10	1.75	1.85	1.60	1.60	1.25	1.65
Peas, 2's group A, doz., ex. fine..	1.27½	1.75	1.77½	1.75	1.60	1.42½	1.22½	1.05	1.45	1.35
Can'd Salmon, sockeye, lb. talls, dz	1.95	2.87½	2.45	2.05	1.87½	1.80	1.55	1.75	1.35	1.45
Raspberies, 2's, red, H.S., doz...	1.92½	2.15	2.02½	1.77½	1.75	1.95	1.67½	1.60	2.30	2.50
Cream of tartar, pure, lb.	27-30	25-32	25-32	23-32	25-30	25-32	25-30	.28	.22½	
Rice, Rangoon B, bags, per cwt. ..	3.15	3.90	3.40	3.00	2.95	3.15	3.25	3.20	....	...
Manitoba Flour, first patent	5.40	5.80	5.40	5.80	5.70	6.00	4.75	4.70	4.60	6.30
Winter wheat flour, fancy patent .	5.00	4.50	4.80	5.45	5.45	5.50	4.10	4.25	4.20	5.65
Raisins, Valencias, lb.	.07½	.07½	.07½	.07	.06¼	.08	06½	.08¾	.06½	.07½
Currants, fine filiatras	.06½	.07½	.07¼	.07½	.05¾	.07¼	.05¾	.12	.06½	.06½

*Dressed Hogs, live f.o.b. not quoted.

The above table shows at a glance the trend of wholesale markets covering a period of 23 years back. These quotations have been taken from the files of The Canadian Grocer and were the prices prevailing on the Montreal market on Oct. 1 of each year named.

A study of prices on butter, eggs cheese, hogs, rolled oats, potatoes, etc., show how the producer has gradually been getting more for what he has to sell since twenty years ago. The fact is well known that on such staple articles as these where competition is so keen, retailers can only secure a certain advance over first cost no matter how high in price they become. This means that percentages of profits decline as price goes up.

Sugar is to-day lower, with the exception of 1895, than at any time in the 23 years on October 1. Lemons are lower and omitting this year, oranges have risen and fallen with the production from year to year. It cannot be said that canned goods have advanced greatly. This year in particular they are some higher and others lower than during the other years mentioned. Rice is on the whole lower and raisins and currants have varied but little.

The table shows therefore that practically all articles produced by the Canadian farmer—and their products—have advanced in recent years whereas imports have remained about the same or have declined.

Current News of the Week

Quebec and Maritime Provinces.

Wm. McCausland, grocer, St. John, N.B., died last week.

Vaughan Bros., grocers, flour, etc., Magog, Que., have registered.

Gregoire & Frere, grocers and liquor dealers, St. Hyacinthe, Que., have sold to A. & P. Lassonde.

The Minister of Trade and Commerce has announced that arrangements have been completed with the Royal Mail Steam Packet Co., for a fast steamship service between the British West Indies and Halifax and St. John, commencing Nov. 1. Cable rates will, too, be cut in half.

Ontario.

T. Lane has opened a grocery store in Peterborough, Ont.

M. Mahoney, grocer, Hamilton, Ont., has sold to Frank Kane.

S. Cheeseman, grocer, Hamilton, Ont., has sold to E. H. Hansuld.

John Kerr, of Wingham, Ont., has purchased Pugh's grocery in Palmerston, Ont.

Evans & Hayes, grocers, Fort William, Ont., have dissolved, W. G. Evans continuing.

C. J. Eames, general merchant, Winona, Ont., has sold to Wm. Johnston, of Toronto.

The O-Pee-Chee gum factory at St. Catharines, Ont., sustained a fire loss last Sunday.

J. F. Ryan, of Toronto, has purchased the grocery and liquor business of B. S. Hooey, Trenton, Ont.

Sir William Lever, head of Lever Bros., Port Sunlight, England, was a Toronto visitor during the week.

H. G. E. Choate, son of A. F. Choate, general merchant, Warsaw, Ont., returned home last week after a trip to Aurora, Ill., Chicago, Detroit and Toronto.

Charles S. Morrow, who has been connected with the Quaker Oats Company for the past ten years has opened an office at 39 Front St., E. Toronto, under the style of Morrow & Company, where he is handling cereals in bulk.

T. B Adams, general merchant, Harrow, Ont., has sold to W. R. Boyce. Mr. Boyce has been a partner in the firm of Adams & Co., for a number of years, and will continue the business under the firm name of W. R. Boyce -- Co.

Members of the London, Ont., Retail Grocers' Association attended the Dorchester Fair this year and had a great time. They ran a special train which carried some 500 people. Among the grocers present were:—Harry Ranahan, president; James McKenzie, secretary; Thomas Shaw, treasurer; H. Ellis, Alfred Cave, G. Eccleston, E. J. Ryan, F. L. Manning, J. A. MacFarlane, Adam Palmer, A. Baker, Gordon Drake, J. J. Smith, and F. E. Silcox. They put on one of the premier attractions of the fair, the Johnston-Jeffries boxing bout, and they brought along their own police. Harry Ranahan and Adam Palmer were the seconds.

Western Canada.

Miller Bros., grocer, Vancouver, B.C., have sold to Geo. Coran.

Evesham Trading Co., Evesham, Sask., have sold to O. C. Yates.

Rawson & Fordyce have opened a general store at Welwyn, Sask.

E. A. Whatley, grocer, Winnipeg, Man., is succeeded by W. P. Boyd.

The North-West Biscuit Factory, Edmonton, Alta., is scheduled to open in November.

J. Watson & Co., Fairlight, Sask., has purchased the general store business of E. A. Beach.

John Harmes is opening a grocery store in Melfort, Sask. Mr. Harmes comes from Chicago.

The Saskatoon Trading Co., Saskatoon, Sask., on Oct. 10, changed its policy to a straight cash business.

E. H. Briggs Co., Ltd., broom manufacturers, Winnipeg, are applying for authority to increase capital stock from $40,000 to $200,000.

The merchants of Canora, Sask., have formed a Retail Merchants' Association with the following officers:—President, W. J. Reid; 1st vice-pres., D. H. Sutherland; 2nd vice-pres., S. Korbin; treasurer, R. J. Hill; secretary, G. E. Hickling.

The Western Retail Association of Winnipeg, Man., has decided to affiliate with the Retail Merchants' Association of Canada. E. M. Trowern addressed the members recently, and the above decision was arrived at. This makes every province of the West a part of the main branch. The annual fee was placed at $10.

The officers elected were:

President—Horace Chevrier.

First Vice-President—W. T. Devlin.

Second Vice-President—W. J. McPherson.

Treasurer—H. P. Story.

TWENTY YEARS AGO IN THE GROCERY TRADE

Following items are from Canadian Grocer of Oct. 13, 1893:—

> "L. Egan, of Egan Bros., St. Thomas, Ont., is in Chicago."

Editorial Note.—Egan Bros. are today in the retail grocery business in St. Thomas. From our issues of 20 years ago, it would appear that everybody attended the World's Fair.

• • •

> "W. H. McCracken, of Brussels, Ont., was one of the judges of fruit at the Lucknow fair."

Editorial Note.—It was just in last week's issue that announcement of the death of Mr. McCracken was recorded.

• • •

> "At the regular monthly meeting of the Grocers' Association of Montreal the other night the election of officers took place for the ensuing year, resulting as follows: President, John Johnston; vice-president, O. Ricard; honorary secretary, B. Connaughton; treasurer, J. O. Levesque; directors, S. Demers, John Scanlan, T. Gauthier, V. Raby, A. D. Fraser, and J. E. Manning; secretary, Peter Gannon."

* * *

Peek, Frean & Co., Limited, biscuit manufacturers, London, England, have placed on the Canadian market exclusively a new biscuit known as "Connaught."

Late Information on Xmas Dried Fruit Markets

What is Doing in California and Around the Mediterranean—In Former Prices Tend to be Higher on Raisins and Prunes—Jobbers Refuse to Quote on Prunes—Valencia Raisins Lower—On the Whole Difference Between Last Year's Prices Not Great.

If the dried fruit market were dependent wholly on California crops this year it would be represented by a series of ascensions, for, generally speaking, they have been far below the average. But the Mediterranean and Far East will relieve to some extent the high prices that Pacific Coast products will demand. In fact, the season of 1913-1914 will see a nearer approach to a close comparison between the California and the "imported" goods than for several years.

Why Higher Prices Prevail.

Early in the summer—in fact, last spring—dire stories passed the censor of a revolt among California raisin growers (and orange men as well). They had been selling at a loss last year, and were determined to come out of the game this year with a bank balance. Probably they will keep their word. At all events, they quoted new crop at nearly 2 cents above last year's opening, and the indications are that it will go even higher. Mediterranean growers answered the lament of the California men by a boast that they would beat them out in prices on the markets of Canada and the United States, and their boast was not altogether an idle one.

Last year Valencia raisins opened 1¼ cents higher than choice seeded California raisins; this year Valencias hold the vantage by 2 to 3 cents lower. California prunes at present prices are higher than imported ones.

Early Prune Buyers Lucky.

The prune market is in an abnormal, yet interesting condition, and early buyers are already counting their dollars, and congratulating themselves. Two years ago was a bad year for prunes; very, very bad. Jobbers lost as much as $1,000 a carload. Prunes tumbled, and then took another tumble, and tried it again. Last year they opened lower than the 1911 opening, but still high, and dropped in easy stages, unlike the previous year. But the 1913 crop! Jobbers and wholesalers refuse to set a figure upon it; so afraid are they that it will jump within the month before new shipments are due. Retailers are refused by one wholesaler after another. They won't take a chance, for they want all the prune profit they can take after their disastrous experiences of 1911.

To illustrate. In June quotations on new stock were around 3½ cents as a basis for the smaller sizes. This week they had risen to 5¼ cents, with a heavy premium as the size scale rose.

CROP REPORT SUMMARY.

Prunes—Very disappointing; only 50 per cent. of early contracts filled.

Raisins—California crop 30 to 40 per cent. short. Valencia crop much better than in 1912.

Figs — Smyrna crop above average.

Apricots—Yield only 40 per cent., owing to wet weather.

Evaporated Apples—Only 50 per cent.

Peaches—Very plentiful.

Currants—Slightly below that of 1912.

Below are given comparisons of the opening prices of prunes for 1912 and 1911 in 25 lb. lots, with 1913 prices likely to open from 1 to 3 cents higher than in 1912:

Prunes—	1912.	1911.
30's—40's	13¼	16
40's—50's	11¼	15
50's—60's	10¼	12
60's—70's	9	10½
10's—80's	8½	10
80's—90's	8	9½
90's—100's	7½	9

Good Valencia Crop.

RAISINS.—The crop of Valencias is above the average this year, and they are being quoted fully 2 cents lower; 22s. for 112 lbs , as compared with 33s. a year ago, or 11s. less. In California, in addition to the protective association that practically has control of the whole crop, the output will be much less. For instance, jobbers were quoted on fancy, both seeded and seedless, 6¾ cents per 16 oz. package, and each has advanced since to 7⅛ cents. On some lines the advance has been ⅝ cents. A late despatch from San Francisco states that the crop is going to be from 30 to 40 per cent. short.

A comparison shows Valencias opening at 6½ cents, or 2½ cents lower than seeded choice and 3 cents below fancy. Valencias last year opened at 9 cents, same as choice seeded are this year. Even at advance Californias are below 1911 prices.

Following table will show how three years compare:

Raisins—	1913.	1912.	1911.
Seeded, choice	09	07¾	09¼—09½
Valencias	06½	09	08 —08½
Seeded, fancy	09½	08	....—10

Higher Prices on Apricots.

APRICOTS.—Wet weather in the spring created havoc among apricots, and this year's crop will not be more than 40 per cent. of last year's. As result prices will be much higher, averaging 3 to 4 cents. The old crop is scarce at present. Compared, however, with 1911, prices of apricots will be low, from 6 to 9 cents below, as in 1912 quotations looked like 1911 cut in two. Following is a table showing comparisons:

Apricots—	1913.	1912.	1911.
Choice	18½	14¼	23
Fancy	19	16	25
Standards	16½	13	25

Peaches Likely Reasonable.

California peaches must have taken pattern from Ontario, for reports indicate an unusually good crop, and, considering the drying process and duty and freight, the basic allowance is less than half what it was last year. Ordinarily this would mean a brisk business, but it must be considered that the preserving of Canadian peaches has been going on to an extent never approached in the history of preserving in this country. The respective tables are as follows:

Peaches, Dried—	1913.	1912.	1911.
Choice	07⅛	10½	17—18
Fancy	08	13	......
Standard	08½	09¾	......

Cheaper Peel Likely.

PEELS.—Prices in peels will be slightly lower this year than last when citron particularly was high. All are above 1911 prices, however. The following is a comparison of the three years:

Peels, Candied—	1913.	1912.	1911.
Lemon	11	11—13	09—11
Orange	12	11—13½	10—11
Citron	15½	16—17	13—15

Currant Crop Doubtful.

CURRANTS.—Currants share with Smyrna figs lower price honors this year, and will run from ½ cent to 1 cent lower than for the last two years. This includes filiatras and Patras varieties. This estimate may be changed somewhat if crop prospects in Greece do not improve. The new crop promised to yield about the same as last year, 167,000 tons. Latest reports are less sanguine, and the estimate has fallen to 155,000 tons, owing to intermittent rains. So far the quality appears excellent and above the average. Shipments began about first of this month, but are expected to be delayed unless the Greek army demobilizes. Present prices are 2 to 3 shillings below last year on Patras.

The experience in currants the past year has been an unusual one. Dealers generally bought heavily in October owing to the war, but the Greek fleet was able to retain command of the Aegean and shipments continued.

Currants—	1913.	1912.	1911.
Fine filiatras	06½	07½	07½—08
Patras	07½	08—08½	08 —08½

FRUIT & VEGETABLES

Peaches, Grapes and Apples Have Advanced

Tail-end of Crops in Many Lines Approaching—Celery and Cabbage Prices Demoralized in Toronto by Farmers Rushing in Supplies—Citrons and Pumpkins Plentiful.

MONTREAL.

GREEN FRUITS.— Marked upward movement in apples was evinced this week as supplies fell off and fall demand quickened. Ruling price per bbl. is now $5 to $6. New Brunswick blueberries are practically off market. Blue Canadian plums advanced from 45 to 60 cents. Florida limes are scarce and advance may be registered soon.

Apples, Canadian, per bbl.—		
St. Lawrence and Wealthies, No. 1..	5 00	5 25
Alexanders and other Falls, No. 1....	5 00	6 00
No. 2s, all grades, 75-$1 less than No. 1s.		
Bananas, crate	**2 00**	**2 75**
Cantaloupes, 11-qt. bkt.	....	0 50
Cantaloupes, Canadian, crate, 7-10	1 50	2 00
Cranberries, Cape Cod, bbl.	8 00	9 00
Grapes, Tokay, 25-lb. box	2 25	2 50
Grapes, Moore's early, 6-qt.	....	0 24
Grapes, Niagara, 6-qt. bkt.	....	0 24
Grapes, Red Rogers, 6 qt. bkt.	....	0 27
Grapefruit, Jamaica, 54s, per case	....	5 00
Lemons, Verdelli, case	....	3 50
Limes, Florida, box of 100	....	1 25
Oranges—		
Jamaicas, 126s to 250s	....	3 00
Late Valencias	7 00	7 50
Pears, Gifford, Canadian, 11-qt. bkt.	....	0 50
Pears, Gifford, Canadian, 8-qt. bkt.	....	0 30
Pears, Gifford, Can., per bbl.	....	5 00
Pears, Oregon, box	....	3 25
Pears, Bartlett, Can., per bbl.	....	6 00
Pears, Winter, 11-qt. .....bkt.	....	0 50
Peaches, Freestone, 11-qt. bkt., No. 1....	....	0 50
No. 2	....	0 40
Peaches, Freestone, 6-qt. bkt. No. 1	....	0 30
No. 2	....	0 25
Peaches, Crawfords and Elberta, California, box	....	1 25
Plums—		
Blue, Canadian, 11 qt. bkt.	....	0 60
Yellow, Canadian, 11 qt. bkt.	....	0 40
Green gages, Canadian, 11 qt. bkt....	0 40	0 50

VEGETABLES.— Tomatoes and cucumbers are becoming scarce and prices are advancing, cucumbers now being 50 cents a dozen. Celery is more plentiful and fell as low as 35 cents a dozen. Spanish onions reflected scarcity at home and price advanced 50 cents a case.

Cabbage, per doz.	0 35	0 50
Celery, per doz. heads	0 35	1 00
Corn, per dozen ears	....	0 50
Cucumbers, per dozen	....	0 15
Egg plant, basket of 12	....	0 75
Garlic, per lb.	....	0 10
Onions—		
Spanish, per case	....	3 00
Spanish, half case	....	1 75
Red Danvers, 75-lb. bag	2 00	2 25
Peppers, green, 11-qt. bkt.	....	**0 50**
Peppers, red, 11-qt. bkt.	....	0 60
Potatoes—		
Green Mountains and Quebecs, per lb	....	0 01
Potatoes, sweet, per bbl.	....	**4 50**
Potatoes, sweet, Jersey, hpr.	1 50	1 75
Turnips, Quebec, bag	....	1 25
Tomatoes, 11-qt. bkt.	....	0 35
Tomatoes, box 33 lbs.	1 00	1 50

TORONTO.

GREEN FRUITS.—All Elbertas have disappeared and with them the peach season took sudden decline this week. Probably not more than 25 or 30 per cent of peaches are being sent in. Later varieties will continue to end of October this year. Strange to say public seem able to digest a few more carloads, for poorer varieties shown this week are bringing in most cases higher prices than finest qualities Elbertas did week or ten days ago. While Smocks are disposed of for 25—30 cents. Wagers, Longhursts and few white peaches run as high as 60 cents. Grape season is nearly over, after small supply. Blues advanced to 25c for 6-qt. basket, and greens went for 30, after starting as low as 20, last week's ruling price. Large baskets averaged 40 cents.

Apple market revived during week and was quite active with peaches disappearing. Strange to say baskets were rather lower, but barrel prices advanced. Where latter went begging last week at $2 and $2.25, they commanded $2.50, $3 and $3.50 for first-class goods, and some lots of St. Lawrence sold for $4 per bbl. From now on prices are expected to stiffen. Snows made their appearance for first time in any quantities this week. Crabs are scarce and at last week's 40 cents, none offered, prices running as high as 60 cents. Wholesalers advise buying this week for jellying.

Cantaloupes are nearly at an end and prices inclined to stiffen. Cranberries also slightly advanced, nothing selling for $7.75 as last week. Pears continue fairly plentiful, and sold between 35 and 40, while choice lots went as high as 50 and 55.

Apples—		
Wealthy, Gravensteins, Snows, bkt...	0 30	0 35
Wealthy, Alexander, Snows, bbl......	2 50	3 25
St. Lawrence, extra fine	....	4 00
Crab	0 50	0 60
Bananas, per bunch	1 50	1 60
Cranberries, bbl.	....	8 00
Cranberries, box	....	3 00
Grapes—		
Concord, 6 qt.	....	0 25
Niagara, 6 qt.	....	0 30
Niagara, 11 qt.	0 40	0 45
Malaga, case	5 00	6 00
Grapes, Tokay, case	....	2 25
Cantaloupes—		
Salmon, crate	0 60	0 70
Salmon, basket	0 35	0 40
Green centres, crate	....	0 50
Green centres, basket	0 30	0 35
Oranges, California, Valencias	5 00	6 50
Limes, per box of 100	0 75	1 25
Lemons, Verdelli	4 50	5 00
Peaches, Canadian, large bkt.	0 30	0 60
Peaches, Canadian, small basket	0 20	0 35
Pears, Canadian, Bartlett	0 35	0 50
Pears, Canadian, Bartlett	0 35	0 45
Plums, California	1 50	2 00
Plums—		
Canadian, green	0 30	0 40
Canadian, blue	0 40	0 50
Canadian, yellow egg	....	0 45

VEGETABLES.—Cabbage and celery this week were placed in same position as tomatoes during last fortnight, for market gardeners and farmers have been loading up retailers until market has been glutted. Wholesale fruit markets were willing almost to give them away: celery retailing for less than 2 cents a bunch, and cabbage hard to sell at $1 a case.

Red tomatoes were, if anything, a little firmer, with greens going at 20 cents a large basket. Potatoes kept same level as last week, both Ontario and New Brunswick continuing good in quality. Sweet potatoes coming in more freely drew price of hampers down 25 cents. Cucumbers still scarce and price advanced a little. Green peppers were down about 10 cents.

Thanksgiving supplies in form of pumpkins and citrons are in much same position as cabbage and celery, supply being plentiful at public market. Citrons sold at 20 to 25 cents a basket, and 6 to 7 cents each in bag lots, and pumpkins about same.

Fruit market will close about end of month.

Beets, Canadian, per bkt.	....	0 30
Cabbage, case	....	1 00
Carrots, Canadian, bkt.	....	0 35
Celery, domestic, doz.	0 20	0 25
Citron, bkt., 20 to 25c; crate, each	0 06	0 07
Corn, dozen	....	0 12
Cucumbers, Canadian, basket	0 30	0 45
Egg plant, basket of 12	0 30	0 40
Gherkins, 6-qt. basket	0 75	1 25
Mushrooms, per lb.	....	0 75
Onions—		
Spanish, crate	3 00	3 25
Silver skin, pickling, bkt.	1 50	1 75
Large cooking, bag	1 50	1 75
Parsley, bkt.	0 30	0 40
Green peppers	0 25	0 30
Red peppers	0 30	0 40
Potatoes, Ontario, per bag	0 85	0 90
Sweet potatoes, bbl.	....	4 25
Sweet potatoes, hamper	....	1 50
Squash, dozen	....	1 25
Tomatoes, Canadian, basket	0 25	0 35
Tomatoes, bushel	0 50	0 65
Tomatoes, green, basket	....	0 20
Vegetable marrow	0 15	0 25
Water cress, domestic, 11-qt. basket	0 50	0 60

WINNIPEG.

GREEN FRUITS AND VEGETABLES.—There are few changes this week in prices of fruits and vegetables, but Ontario apples and Florida grape fruit are now on the market, and the season for preserving plums and peaches is near an end. There is good demand for Ontario grapes, and not very heavy supply so far.

Apples, box	...	2 25
Apples, Ontario, bbl.	5 00	5 25
Cranberries, Cape Cod, bbl.	....	10 00
Potatoes, loads	....	0 40
Potatoes, car lots	....	0 35
Tokay grapes, case	....	3 00
Ontario grapes, basket	....	0 30
Grape fruit, Florida, case	....	7 00
Cocoanuts, dozen	....	1 25
Washington plums, crate	1 00	1 25
Washington peaches, crate	....	1 00
Washington pears, crate	....	3 50
Bananas, per bunch	2 50	3 50
Californian lemons, crate	....	10 00
Messina lemons	....	7 50
Valencia oranges	6 50	7 00
Evaporated cranberries	....	3 50
Imported honey, box	....	5 50
Ontario tomatoes, basket	....	0 75
Ontario pears, basket	....	0 75
B. C. crab apples, basket	....	2 25
Valencia onions, 140-lb. crate	....	3 75
Spanish onions, 40-lb. crate	....	1 75

Retailers' Methods for Pushing Fruit Sales

Value Placed on Price Tickets by Guelph Dealer —Claims They Cut Out Considerable Work in Rush Periods—Disposing of Peaches by the Car Load.

The grocers of London, Guelph, Stratford, and other Western Ontario cities, report the biggest business in years in fruit, vegetables and preserving and pickling supplies. Tomatoes were the leaders in the line of vegetables, especially as hundreds of farmers brought in their crops at such a price that they frequently sold retail at 25 cents a basket.

Peaches also, had a tremendous sale, ranging around 75 cents but going as low as fifty when the market was glutted with a rush of Niagara pickings.

Fruit Selling Methods.

It was in the midst of the rush season of peaches, pears and plums, tomatoes, cauliflower and cucumbers that a representative of Canadian Grocer on one of his periodic hunts for ideas which might prove useful for its readers, came upon a Guelph store, whose front was piled high with hundreds of baskets. Price tickets could be seen in every direction; not on every basket, but on each variety of fruit and size of basket; enough to make clear the selling price of every basket in the display. It proved, the dealer stated, a splendid idea for the transient trade on which rapid sales depended most.

Women would pass, stop, inspect, glance over the laden window and shelves, and sidewalk, and grab one up, hurry into the store, pull out her purse, put down the sum of money, and order the basket sent, or take it away herself. If she thought her bargain was a particularly good one, the chances are she saved the delivery wagon a trip.

Canadian Grocer stepped inside to interview the proprietor, J. A. McCrea, but instead met his son "Bob."

Why Price Tickets are Valued..

"Yes," he replied, "putting the price on our fruit in a period like this is a great saver of time. In fact the hour or so in the morning before I get the baskets ticketed, I'm driven nearly frantic. A woman will rush in and ask what peaches are. Well there are at least two prices, one for the 6-qt., and another for the 11-qt. Or there may be different grades of peaches. Then perhaps she wants to know about the plums, or the tomatoes, so that several minutes will be taken up before she finally comes to a decision. Meanwhile other women are waiting impatiently, probably to have the same answers repeated to them

Eliminates Explanations.

"But, 'with all goods marked in plain prices," as some of the stores put it, a woman looks everything over, takes in the price at the same time, and not only makes up her mind what she will have, but even does some of your work by picking up the basket and bringing it in herself. Then all we have to do is to take her money, and sometimes to arrange for delivery. It certainly more than cuts the work in half.

"Some grocers may object to putting up prices as others may have lower, but that's every man's own lookout. If it's your own fault, through poor buying, that your prices are higher—if quality is the same—women will catch on soon anyway, even if the labels are not on; if the higher price is due to better quality, surely every one is willing to depend on the common sense and eyesight of the public."

Peaches By the Car Load.

Your Old Friend
A Car of Peaches
is Here.

This was a sign in large lettering set up in the window of a corner grocery in London, Ont., in September when the peach season was at its height. Even without the sign it was obvious that T. Pinney, the proprietor, had pretty big ideas of the fruit needs of his district for hundreds of baskets were piled up in the windows and in front so conspicuously as to draw attention from every passer-by. The prices for the 6-qt. and 11-qt. baskets were displayed prominently. Mr. Pinney made use of his telephone to announce the arrival of a choice lot of Crawfords, and a persuasive tone to the customers who, called, or the general public who stopped to look, and when the Canadian Grocer called during the afternoon he had disposed of the great bulk of his carload, and, incidentally, increased his sales of sugar and glass jars among those who used the fruit for preserving.

THE DEMAND IS BIG.

Two things you have for sale and two things only—material and service.

The reason people go to your competitor rather than to you is not often because they find better material there—but because they find service there.

The reason the employer gives the preferred place to another rather than to you is probably not due so much to the other's superior ability as to his greater willingness to serve.

There is no success without service. There is no getting without giving. Your bread turns to poison when you do not digest it. And the more you give the more you have to give. Service means growth. Its opposite is stagnation. Marshall Field learned how to serve—first his employer, then the people.

Material we have everywhere—in plenty. But real service is a rarity. And it is in big demand.—Glen Buck.

HAMILTON WAREHOUSE SOLD.

R. Simpson, of R. Simpson & Co., Giving Up Wholesale Business on Account of Ill Health.

Hamilton, Ont., October 9.—(Special) —R. Simpson & Co., 29 to 31 Charles St., have sold their large red-brick warehouse to The Hamilton Importing Co., Limited, of Hamilton, the purchasers taking possession the first of next March.

Mr. Simpson was the originator of the Simpson Company, wholesale grocers, Guelph, and took quite an active interest in public matters when here. He was a member of the Guelph City Council for a number of years and was President of the Board of Trade. He also took quite an interest as Chairman of the Reception Committee of the Old Boys Re-union held in Guelph some time ago. He makes frequent motor trips to Guelph to visit his relatives and friends. He had quite a severe illness last spring and his health has been somewhat irregular ever since, which accounts for him wishing to take it a little easier in the future. He has, it is understood, received outside offers to do the buying and managing of an active wholesale business in Hamilton, Toronto, London and Western Ontario.

Mr. Simpson, it is said, receives quite a handsome price for his warehouse property. It is uncertain what he will decide upon between now and next spring.

* * *

The successful man is the seeker after knowledge. This applies especially to salesmanship. The fellow who only half knows the goods he is selling may "get away with it," but he will not secure the results that would have come to him had he known more.

Prospects for Selling Flour and Cereals

The Autumn a Splendid Time to Canvas Farmers for Winter Flour Supply—With Christmas Festive Season Coming On, Customers Can Easily be Urged to Buy Quality Flour—Opportunities in Window Displays of Package Cereals.

With the fall trade beginning to take on a respectable appearance, some attention should be given to the sale of flour. The small town and country merchant will find the present a splendid time to see farmer customers with regard to the fall and winter's supply. A great many farmers contract in the early autumn This is a lucrative business for those dealers who get after it.

Makes a Personal Canvas.

One Eastern Ontario village general merchant makes it a point every autumn to suggest to each farmer customer as he comes into the store that he consider purchasing his winter supply. He finds a confidential talk on the flour subject lands a good many sales. In many respects farmers are prone to hold off on these purchases as long as they are allowed to. But once the need of buying now is suggested they readily respond.

Sell Quality Flour.

There is no customer who is more particular about quality in flour than the farmer's wife. She clings to the honored old-time fashion of making her own bread, and is justly proud of having good bread. She cannot make it on poor flour, and, therefore, the need of handling flour that the dealer knows he can recommend to give satisfaction. It is frequently urged upon the farmer or his wife that quality flour should be purchased because of the better results obtainable. By appealing to one's better nature it is almost always possible to raise the standard of goods sold.

Now that Christmas baking will soon begin all over the country, dealers should see to their stocks of flour. Quality should be the keynote. Christmas cake and pudding must be good, and it is, therefore, easy to sell quality flour at this time of year. Now is the best season to raise the standard of flour sold. Once it is raised there will be no trouble in holding it.

Window Creates Sales.

Retailers all over the country are finding greatly increased sales already for rolled oats and other cereals. Package rolled oats and breakfast foods lend themselves to neat, attractive displays. No matter how extensively some of them are advertised to the general public, retailers have used window displays that greatly increased their sales. "We sold some twenty cases of package rolled oats in two weeks by means of a window display," was what one retailer stated. This was a line well known to the consumer. It goes to show how the dealer can by co-operating with the advertiser increase sales. Here was a line every customer knew about. Many of them were already regular buyers. But the extra suggestion of an attractive window created a desire to buy and the retailer benefited.

During the autumn and winter months cereal goods displays should not be overlooked. Those known to be reputable lines are made from wholesome grains, and are splendid energy producers. These facts can be pointed out in the newspaper advertising and in personal talks. When backed up by occasional good displays results will be all the more pronounced

ASSOCIATION NEWS

PETERBOROUGH GROCERS MEET.

The Grocers' Section of the Retail Merchants' Association, Peterborough branch, held a very important meeting last week. The meeting was presided over by Chairman D. H. Kerneghan, and all the executive officers were present except J. R. Bell.

Several important matters were dealt with during the course of the meeting. An interesting address was given by J. T. Braund on the subject of selling goods at a profit. The speaker stated that too many grocers were doing business to-day without first counting the overhead expenses which amount to about 18 per cent.; this should be added to the wholesale prices of the goods, and to that should be added the profit desired. He gave several illustrations of the way grocers are losing money on certain lines of goods to-day, and that it was time for all grocers to wake up to this fact and have these unprofitable methods discontinued.

John Hill, who has been on an extended trip to the Old Country, and has looked carefully into the financial condition of the co-operative societies there. stated some very important facts; and it is expected that Mr. Hill will give a fuller account of his visit at the next regular meeting.

The subject of the wholesalers and manufacturers supplying co-operative societies came in for considerable discussion. N. C. Cameron, the secretary, and who is also the Provincial Treasurer, outlined an attack the Provincial Board was making against these co-operative societies, etc. He stated one instance of a complaint received by him from a retailer against a prominent manufacturer in Toronto, whose goods are to be found on every grocer's shelf in Canada, who had supplied the co-operative stores with their line of goods. The matter was dealt with by the Provincial Board, bringing the manufacturer "up on the carpet," with the result that in future no co-operative society in Canada could purchase goods from his firm.

They even went further and stated that if any complaint came to them from the R. M. A. office as to any wholesaler supplying the co-operative societies or other section of trade which would injure the legitimate retail merchant they would discontinue supplying that wholesaler.

Mr. Cameron stated he expected one of the greatest fights in the history of the Association would be to prevent the wholesalers and manufacturers supplying other than the legitimate retail trade with goods.

It was decided to hold the meetings for the balance of the fall and winter on the second and fourth Mondays in each month.

* * *

UNFAIRNESS TO RETAILERS.

Hamilton Retail Grocers' Association passed, at their regular meeting the other night, a resolution protesting against the daily newspapers publishing wholesale prices of groceries.

The publication of the wholesale prices of sugar a few days ago was used as the basis of the motion. The majority of the grocers complained that afterwards women complained to their grocers because they dared to make a slight margin of profit.

Three new members were admitted. and it was stated that the association now had the largest membership in its history. A committee was struck to consider the question of amusements during the winter months. It is planned to make the meetings more attractive in the winter by providing some amusement feature.

The principal grocers in the southeast end of the city, and those on Can-

(Continued on page 144.)

FLOUR and CEREALS

Flour Market Awaits Lower Prices

Both in Manitoba and Winter Wheat Flour Present Quotations Felt Too High — Export Influenced by Same Cause — Brisk Demand for Rolled Oats.

Western wheat continues to pour into Winnipeg, and shipments East continue to beat all previous records. Uniformly good crops in three provinces with little damage at any point have had inevitable effect of bringing prices down, and to-day at 88½c for No. 1 Northern figures are decidedly below last year at same period, while Manitoba flour is still 20 cents higher than last year's minimum This has had logical effect of causing larger retailers to hold off in expectation of another drop. Present prices also made it uncertain proposition for export, as it is almost impossible to get cost out of it.

Wheat rallied on Tuesday in Winnipeg on cables of drought in India, and advance so decided as to put stop to export for time being.

MONTREAL.

FLOUR.—Market is active and there is a good demand especially for export, following on decline of last week. Prospects are encouraging as offers from Old Country are in line with millers' quotations.

Manitoba Wheat Flour—		Car lots, in bags, per bbl.
First patents	....	5 40
Second patents	....	4 90
Strong bakers'	....	4 70
Flour in cotton sacks, 10 cents per barrel more.		
Winter Wheat Flour—		
Fancy patents	....	5 00
90 per cent.	....	4 90
Straight roller	....	4 70
Blended flour	4 80	5 00

CEREALS.—Cornmeal was a little easier during week, but not enough to look for any change in quotation. In fact, unless heavier supplies come along, it would not be surprising if advance took place.

Cornmeal—		Per 98-lb. sack
Kiln dried	....	2 60
Softer grades	....	2 50
Rolled Oats—		90s, in jute.
Small lots	....	2 22½
25 bags or more	....	2 12½
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—Fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.		
Rolled wheat—		100-lb. bbls.
Small lots	....	2 85
Hominy, per 98-lb. sack	2 40	2 75

MILL FEEDS.—Market remains in firm condition and as supplies are none too heavy, continuance of present situation is looked for.

Mill Feeds—		Car lots, per ton
Bran	....	22 00
Shorts	....	24 00
Middlings	....	26 00
Wheat moulee	....	28 00
Feed flour	....	34 00
Feed cornmeal, per cwt.	....	1 85

TORONTO.

FLOUR.—Reduction in prices of Manitoba flour stimulated buying for a few days, but larger users came to conclusion that further drop was warranted by low price of wheat, and business was left to smaller consumers. While export is fairly good, Canadian market is felt to be too high. Ontario flour is moving slowly, as here, too, prices are thought unduly high, and it is maintained that winter wheat flour is not as low as Manitoba prices would warrant in comparison.

Manitoba Wheat Flour—		Small lots, in bags per bbl.
First patent	....	5 40
Second patent	....	4 70
Strong bakers'	....	4 50
Flour in cotton sacks, 10c per bbl. more.		
Winter Wheat Flour—		
Fancy patents	4 70	4 90
90 per cent.	4 40	4 50
Straight roller	4 50	4 60
Blended flour	4 70	4 85

CEREALS.—Rolled oats are said to be in position where they are likely to remain for some time. There is nothing to warrant higher price, but, on other hand, season is one in which heavy buying always takes place, and larger mills are keeping up prices in face of cuts by some of smaller. Cornmeal continues very firm, as supply is restricted and sifts through merely for immediate demand.

Cornmeal, per 98 lb. bag—		
Kiln dried, 25 bag lots	2 20	2 30
Softer grades, 25 bag lots	1 90	1 95
Rolled oats, per 90 lb. sack, in jute—		
Small lots	2 22½	2 25
25 bags to car lots	2 12½	2 17½
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal, standard and granulated, 10 per cent. over rolled oats in 90 S. in jute.		
Rolled Wheat—		
50 lb. boxes	....	1 45
100 lb. barrels, small lots	....	2 80
100 lb. barrels, 5 bbl. to car lots....	....	2 70

MILL FEEDS.—Demand keeps up, and with scarcity all along line prices are firm. In fact, some mills cannot fill orders. Quotations, however, are unchanged.

Mill Feeds—		Car lots, per ton.
Bran	....	22 00
Shorts	....	24 00
Middlings	....	26 00
Wheat moulee	....	28 00
Feed flour, per bag	....	1 70

WINNIPEG.

FLOUR AND CEREALS. — Flour prices are unchanged, but expected to go lower in sympathy with the decline in wheat. There is a satisfactory domestic trade and improving export enquiry.

Flour, Manitoba Wheat—		Per bbl.
Best patents	....	5 60
Second patents	....	5 10
First clears	....	4 20
Low grade	2 90	3 10
Jute bags, 10 cents less.		
Cornmeal, 98s	....	1 95
Rolled oats, 80s	....	1 65
Oatmeal, granulated, 98s	....	2 15
Wheat granules, bale, 16-60	....	3 25

ASSOCIATION NEWS.

(Continued from page 143.)

non Street East and Barton Street East, signified their intention of continuing the Wednesday afternoon closing throughout the winter months, and they expressed the hope that the others would fall in line. It was also explained that those grocers who did not observe the Wednesday afternoon closing principle, experienced difficulty in securing desirable help. A resolution was passed commending those who closed.

The new garnishee law, which is now before Parliament, was discussed, and the members put themselves on record as being in favor of the garnishee wage limit for married men being reduced from $25 to $10. The opinion was that if the hotelkeepers could bring delinquent guests to court and receive payment of their accounts through fines, the grocers should have similar protection. As it was now, they claimed, if they brought a delinquent customer to court and attempted to collect their bills, they would be told that they should have had better sense than to sell goods on trust. This was something that should be changed.

Grocers' Letter Box

Sometime ago a method of inexpensive advertising was given in Canadian Grocer by E. C. Matthews, grocer, Parliament Street, Toronto, in which stickers were used. Mr. Matthews received a letter from an Alberta dealer asking for information on where the Rapid Sealing Machine used and stickers could be purchased. The machine is made in New York, but he desires the Toronto or Ontario agents of the manufacturer. Can any reader supply this information?

* * *

When you write a letter, give the one to whom you write a chance to explain before you accuse him of wrong intentions. Be courteous, and always attribute the trouble to mistake, not willful imposition.

PRODUCE & PROVISIONS

Export of Milk May Advance Butter and Cheese

Butter and Eggs Easier in Toronto as Result of Warm Weather, but Holding Firm in Montreal—Hogs Decline 25 Cents Again—Tariff May Establish a "Minimum" Price in Canada.

Brisk feeling in provision market last week, particularly in butter and eggs, took on a languid tone with abnormal warm weather, which had stagnant effect as in midsummer. Demand for eggs fell off, and heavier supplies of butter also tended to reverse firm condition last week.

Hogs experienced another decline at end of week from $8.75 to $8.50, which is $1.25 per cwt. less than six weeks ago. Packers look to market becoming easier still in next month or six weeks, but gradually. Hog products rule easier as a result.

A prominent packer in discussing tariff situation with Canadian Grocer said: "For the past two years Canadian hog prices have been higher than those in United States, say Buffalo. Canadian hogs on the average are said to be of better quality than American. It is well to remember, on other hand, that hogs are not sorted here into heavies, softs, etc., way they are in the States. Same price is usually paid for all kinds. Drovers taking hogs over are liable to be disappointed, for Canadian hogs yield 5 per cent. less. When Canadian market is lower than Buffalo and drover takes hogs over he is often nipped. I do not think tariff will have definite or direct effect; but it will establish a minimum price in Canada. Fluctuations are not apt to take place so suddenly or extend so far as in the past. Buffalo prices will prevent Canadian dropping very low. But at same time present prices will tend to ease up some more in next month or two."

Following were offerings on Toronto Produce Exchange on Monday of this week:

BUTTER.—Dairy, 50 box market prints, 24c; not sold; 25 box solids, 22½c, 22c bid; creamery, 50 box solids, finest, 26c, not sold; 25 box prints, finest, 26c, not sold.

EGGS.—400 cases storage C.C., F. cases, 28c, 27c bid.

CHEESE.—50 large Aug. pfr., 13⅝c, sold; 50 large Sept. pfr., 13⅝c, sold; 25 triplets, pfr., 13⅞c, sold; 25 large Sept., 1912, pfr., 13¾c, 10 sold; 25 twins, Sept., 1912, 13¾, sold; 25 triplets, Sept., 1912, pfr., 13⅞c, not sold.

HONEY.—10 bbls. clover, 10c, not sold.

MONTREAL.

PROVISIONS.—Prices on smoked meats are expected to decline any day. There has been increased demand for barreled pork, and an advance is looked for. Pure lard also seems stiffer. Hogs have declined, and are now slightly quoted at $9-$9.35. Dressed hogs show even a greater drop, from 50c to 75c. Demand in all lines is quiet.

Hams—		Per lb.
Light, under 12 lbs.	0 20	0 20½
Medium, 12 to 20 lbs.	0 19½	0 20
Large, 20 to 40 lbs.	0 19	0 19½
Backs—		
Plain, bone in	....	0 23½
Boneless	....	0 26
Peameal	....	0 26
Bacon—		
Breakfast	0 20	0 22
Roll	....	0 17
Shoulders, bone in	....	0 16
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled	0 30	0 30½
Hams, roasted	....	0 31
Shoulders, boiled	....	0 27
Shoulders, roasted	....	0 28
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—		Per bbl.
Heavy short cut mess	....	30 00
Heavy short cut clear	....	30 00
Clear fat pork	....	28 00
Clear pork	....	26 50
Lard, Pure—		Per lb.
Tierces, 375 lbs. net	....	0 14½
Tubs, 50 lbs. net	....	0 14½
Boxes, 50 lbs. net	....	0 14½
Pails, wood, 20 lbs. net	....	0 14¾
Pails, tin, 20 lbs. gross	....	0 14½
Cases, 10-lb. tins, 60 in case	....	0 15
Cases, 3 and 5-lb. tins, 60 in case	....	0 15¼
Bricks, 1 lb. each	....	0 15¾
Lard, Compound—		
Tierces, 375 lbs. net	....	0 10½
Tubs, 50 lbs. net	....	0 10¾
Boxes, 50 lbs. net	....	0 10½
Pails, wood, 20 lbs. net	....	0 11
Pails, tin, 20 lbs. gross	....	0 10½
Cases, 10-lb. tins, 60 in case	....	0 11¼
Cases, 3 and 5-lb. tins, 60 in case	....	0 11½
Bricks, 1 lb. each	....	0 12¼
Hogs—		Per cwt.
Live, f.o.b.	9 00	9 35
Live, fed and watered	9 30	9 65
Dressed	13 25	13 50

BUTTER.—Market continues fairly firm, and there is still fairly heavy demand from North-West, but not as great as in corresponding period last year. Receipts of September creamery are falling off rapidly each week, and prices average 3½ cents higher than six weeks ago. Production both of butter and cheese may be curtailed by export of cream and milk free into United States. Total receipts of butter from May 1 to date, 377,892 packages, compared with 362,537 one year ago. For week receipts were 9.903 packages, as against 11,882 for same week last year.

Butter—		Per lb.
Creamery prints, fresh	....	0 30½
Creamery solids	....	0 30
Dairy, prints or solids	0 23	0 24
Separator, prints or solids	0 23	0 24

EGGS.—Situation remains about same as week ago, with prices firm in face of limited supply. Cold storage stock is offering fairly freely to supplement shortage at 27½ cents. New laid sell as high as 36 cents to grocers. Receipts were 4,696 cases, compared with 4,271 a year ago.

Eggs, case lots—	Per	dozen.
New laids	0 38	0 39
Selects	....	0 31
No. 1s	....	0 28
No. 2s	....	0 23
Splits	....	0 22
New laid eggs, in cartons	....	0 40

CHEESE.—Market assumed firmer tone at end of week in response to better cable reports. Exports of milk, which is on free list, may lessen Canadian make of cheese. New Zealand cheese is said to be supplying shortage in Canadian and English makes. At present local market is quiet, and feeling is uncertain. At St. Hyacinthe 250 boxes sold at 12⅝c. At Cornwall 13 cents was paid, compared with 12¾c and 12⅞c one year ago. Total receipts for week were 59,186 packages, compared with 61,915 one year ago, and 1,304,412 packages for season; while last year there were 1,458,818.

Cheese, White or Colored—	New.	Old.
Large	0 14	0 16
Strong	....	0 16½—0 17
Twins	0 14½	0 15
20 lb. new	0 15½—0 16	....
Stilton	.. .	0 17

HONEY.—Trade is moderate, with prices remaining steady.

Honey—	White Clover per lb.	Buckwheat per lb.
Barrels	0 12	0 09
Tins, 60 lbs.	0 12¼	0 09½
Tins, 30 lbs.	0 12½	0 09¾
Comb, 13-14 oz. section	0 20	0 15—0 16
Tins, 5 and 10 lbs.	0 13	0 10

POULTRY.—Demand has fallen off lately, but with cooler weather it will revive. Fowl and ducks are easier, as free offerings from country points have been maintained.

Fresh stock—	Live.	Dressed.
Broilers, per lb.	0 22—0 24	....
Broilers, per pair	......	1 25
Ducks, milk fed	0 14—0 15	0 20—0 22
Ducks, old	0 12—0 13	0 14—0 15
Fowl	0 14—0 15	0 17—0 18

TORONTO.

PROVISIONS.—After recent declines market was almost stationary this week, except that roll bacon was a shade easier, selling down to 16½ cents instead of 17c. Long clear bacon is scarce. Tendency will be, naturally, for further declines if hogs continue to tumble as they have lately.

Hams—		
Light, per lb.	....	0 20½
Medium, per lb.	....	0 20
Large, per lb.	0 19	0 19½
Backs—		
Plain, per lb.	....	0 23½
Boneless, per lb.	0 25	0 25½
Pea meal, per lb.	0 24	0 25
Bacon—		
Breakfast, per lb.	....	0 21
Roll, per lb.	0 16½	0 17
Shoulders, per lb.	0 15	0 15½
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 16½	0 16¾
Long clear bacon, heavy	0 15	0 15¼

Cooked Meats—		
Hams, boiled, per lb.	....	0 29
Hams, roast, per lb.	....	0 30
Shoulders, boiled, per lb.	....	0 22½
Shoulders, roast, per lb.	....	0 23½
Barrelled Pork—		
Heavy mess pork, per bbl.	24 00	25 00
Short cut, per bbl.	28 50	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 13¾	0 14
Tubs, 60 lbs., per lb.	0 14	0 14¼
Pails, 20 lbs., per lb.	....	0 14½
Pails, 3 and 5 lbs., per lb.	....	0 15¼
Bricks, 1 lb., per lb.	....	0 15½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10½
Tubs, 60 lbs., per lb.	0 10½	0 10¾
Pails, 20 lbs., per lb.	0 10¾	0 11
Hogs—		
F.O.B., live, per cwt.	....	8 50
Live, fed and watered, per cwt.	....	8 85
Dressed, per cwt.	12 00	12 50

BUTTER.—With a lot coming in and warm weather, market had weaker feeling. This was reflected on Exchange in offerings about 1 cent less than week before. Discussing export prospects with United States, one buyer pointed out that fresh made butter was selling in Chicago for 31 cents, compared with 26c in Toronto, which suggested possibility of shipping.

Butter—		
Creamery prints, fresh	0 27	0 29
Creamery solids	0 25	0 26
Dairy prints, choice	0 22	0 24
Dairy solids	0 20	0 22
Separator prints	0 23	0 26

EGGS.—One element in check given to soaring of eggs besides warm weather has been appearance of storage eggs, more especially last ten days. These have been brought out by high prices two weeks earlier than usual, and made it possible to disregard usual controlling influence of scarcity in fresh supply.

Drop in duty from 3 cents to free list has not had effect so far, at least appreciably. "This influence will, after all, depend on our old friend, 'supply and demand,' " said a buyer this week. "If we cannot get enough for ourselves in Canada, stands to reason there would be no object shipping. Canada is not producing enough for herself, although nearly so last year. This, however, was due to falling off in consumption. One year ago egg business was dead, and after Christmas prices slid down rapidly. Now, however, there is better feeling, and stocks are not so big."

Eggs, case lots—	Per dozen.	
Selects	....	0 30
Selected, new laid, in cartons	0 33	0 35
Fresh gathered	0 27	0 28
No. 2's	....	0 22
Splits	....	0 22

CHEESE.—Unlike butter and eggs, cheese was inclined to be firmer with opening of new market by reduction in duty from 6 to 2½ cents a lb. On Exchange prices were ⅛c higher.

Cheese—		
Old, large	0 14¾	0 15
Old, twins	0 15	0 15¼
New, large	0 14¼	0 14½
New, twins	0 14¾	0 15

HONEY.—Prices continue at last week's quotations, with supply coming in steadily. Ten cents for barrels of clover was considered too high on Exchange.

Clover, bbls., per lb.	0 09½	0 10
60, 30-lb. tins, per lb.	....	0 10½
10, 5-lb. tins, per lb.	....	0 11
Buckwheat	....	0 07½
Comb	2 25	3 25

POULTRY.—Market seems to have reached level and likely to continue for few weeks. This week supply has been light, but condition not likely to last. Many inquiries have been made by United States firms. Dealers expect that Thanksgiving trade with United States in turkeys will be large, as holiday is later than Canada's, and this may keep turkeys high in interval up to Christmas.

Frozen Stock—	Per lb.	
Turkeys, dressed	0 24	0 25
Fresh Stock—	**Live.**	**Dressed.**
Broilers, spring	0 13	0 15
Ducks, spring	0 12	0 15—0 16
Fowl	0 10	0 12
Turkeys, old Tom	0 14—0 18	0 16—0 18

How Ottawa Firm Built Big Cheese Trade

Bryson-Graham, Ltd., Buy for the Future by Storing What They Sell Several Months in Advance — Make Feature of June Cheese — Varieties to Suit Different Tastes.

The fact that all cheese in the store has been kept in stock for a year, and thus allowed to ripen thoroughly, is the main selling talk put forth in the grocery department of Bryson-Graham, Ltd., Ottawa, Ont., to effect cheese sales.

"We buy almost all our cheese in June," states Duncan Bell, manager of the department, "and carry over the white at least one year before we begin to draw from it for our trade. The yellow we draw from somewhat earlier, and sell as mild cheese. As this plan is one not commonly followed out, it gives us a talking point which is exclusive and thus lands us some six cents per pound ahead on every pound sold.

"The time of buying also gives a talking point," continued Mr. Bell. June cheese is made from the June grass milk, the finest milk of the year, whereas July and August cheeses are inclined to be of poorer quality owing to dried out pastures and hot weather." This latter, he claims sometimes makes the cheese ferment and become gassy.

June Make Means Better Profit.

A further argument, but for the grocer only, is that June makes are inclined to be cheaper than September makes. Coming on late in the season, everybody wants to buy. There is a rush at the last moment and prices soar. "One year," claims Mr. Bell, "we were able to buy white at 12¼ cents, and sell it at 24 cents, but as this was exceptional it cannot be taken as an accurate average profit gauge."

"Further," continued Mr. Bell, "we have specialized on white cheese, and have educated our trade to buy that cheese almost in preference to the yellow. To do this we have talked purity. The yellow tint is produced by coloring matter put in the cheese, while the white is the untainted purity itself.

"A further distinction, however, is somewhat to the advantage of the yellow. By the time we have kept white cheese a year it becomes pretty strong. As we open some of our yellow before that date, we then have two grades, a strong and a mild. Thus when a customer asks for a milder cheese, claiming that 'that last white cheese you sent me was a little strong,' we have a line which will suit the bill exactly."

Method of Storing Cheese.

Particular care is employed in the Bryson-Graham store in storing cheese. On arriving, all cheeses are parafinned and placed on extensive racks in the cellar. These racks are built in rows, with aisles running between, and have heavy plank shelving from the floor to the ceiling so that a large number of cheeses can be laid away at one time. At the same time access may be had to any one cheese in stock at any moment.

To avoid confusion every box is labelled with the kind, white or yellow, the month, and the year. Thus in passing through the cellar 'white, June 1913,' tells a complete history to the clerk who knows the system. This also shows the exact age of any cheese in stock and precipitates detection in looking for a cheese of any required age.

Makes Investment Profitable.

"Financially," Mr. Bell considers the system an excellent one. While it ties up a lot of capital to keep it in working order, the percentage of profit is so much larger than by the old system, that he considers the expenditure fully justified. Concluding, he stated that if all grocers knew exactly what there was in it, and were in a position to make such a system go, more of them would specialize on that particular end of the business.

* * *

SHORT ON SHELLFISH.

"Got any oysters?" he asked his waiter.

"No, sah."

"Got any clams?"

"No, sah."

"Have you any shellfish at all?"

"Boss," replied the waiter, "the only kind of shellfish we has is eggs."

Corner in newly opened store of the Stanford Market, Montreal, showing the attention given to fish selling.

Service That Counts in the Selling of Fish

How Manager of Branch of Montreal Store Gets the Customers Coming—Aims to Know Who They Are, Where They Live, and the Varieties of Fish They Like—Example of His Salesmanship.

How to get the most out of any particular department of the store is a question which all go-ahead merchants consider and study closely. Perhaps no more striking solution to the matter as far as the fish end is concerned, can be secured than the plan envolved by Stanford's, Ltd., of Montreal, who not very long ago opened their third store on Victoria St., Westmount, one department of which is shown here.

The Stanfords have been studying various types of consumers for years and have ere now come to the conclusion that to cater properly and suit every one, they must first of all know the little peculiarities and different tastes of all their customers, and above all let them see as much as possible and examine every article before they finally purchase.

Fritz James, who is the manager of the fish department, has assimilated the business maxims of his employers, and though he comes from the south and has the color and accustomed joviality of the colored gentlemen, yet he has things worked down to such a fine point that the public seem to desire service from him.

Display Half the Sale.

It will be noticed that the show case in front contains an attractive array of various kinds of fish all resting on ice and separated from one another by fresh lettuce, and a few tomatoes for sake of color. Display, Mr. James considers "half the sale."

But to let the public see that they are getting what they ask for, Fritz does all his cutting and cleaning on a long slab behind the case but right in line with the purchaser's eye, and during the cleaning process his patter, not at all out of place or offensive, keeps those waiting to be served in good humor; in fact he does his selling work for the crowd while attending to the individual.

"Know your customer well; know where she lives; what her particular fancy is, and always make her believe you have been thinking of her and trying to keep something aside for her and you'll soon find in her a strong advertisement for the store—and into the bargain a pleasure to serve." This is a little advice from Fritz James, who has been long enough in the business to know what he is talking about.

Service Personified.

As the writer was standing at the fish counter one afternoon, a woman came over to buy her supply of fish for Friday. Fritz was busy with another but raised his head working away all the while, for he thinks it is a dangerous thing to let a customer see that you are paying more attention to a second comer, and said, "Good afternoon, madam, I have something nice for you. Just what you and Mr. Blank like. John, go into the refrigerator and bring out that big plump halibut."

By the time this big fish was secured the other woman had gone, and the fish was laid out for dissection. "Isn't that choice, madam? Have you ever seen anything to equal that in appearance? Just imagine how delightful that steak will be to-morrow!"

This is the line of talk he uses always and the others listening to him first of all purchase what they came for, and many of them add "and you might give me a pound of that nice halibut you were cutting a few minutes ago."

This is the brand of salesmanship that counts. This is the kind of plan that enables the store proprietor to get the maximum out of every department. If clerks in every store were to handle the fish department in this style wouldn't there be a much bigger turnover?

Building Up Methods for Provision Department

Many Dealers Adopting Separate Counters for Cured and Cooked Meats, Butter, Cheese, Eggs, etc.—Attractive Display Refrigerators to be Found in Many Stores — Various Methods for Increasing Sales.

PROFITABLE DISPLAY REFRIGERATOR.

A large combination refrigerator, counter and silent salesman stands at right angles to the rear of the main counter in the store of J. W. Bowman, Hamilton, Ont. This is, of course, used for provisions such as cooked meats, butter, cheese, eggs, etc. It has a glass front so that the ice can be seen in the centre and the foodstuffs on either side. Both ends on the top are also of glass and there is a marble slab in the centre for cured meats. A large meat slicer and a meat holder also occupy places on the top and there is plenty of room left for putting up orders. There is also a cheese cutter on one corner. On a horizontal rod suspended from the ceiling are hung several sides of bacon.

Mr. Bowman believes this fixture to be a profitable one from a selling standpoint, and anyone looking over his invoice book showing provision purchases could readily believe that it is.

SATISFYING BUTTER CUSTOMERS.

"We have found one brand of creamery that suits our customers, and we keep to it. You can't beat it."

This was T. A. Rowat's explanation to a Canadian Grocer representative when in London a few days ago of an extensive business in butter. His customers know just what kind of an article an order for butter will produce, and they give the order, get the article, and it would seem, are satisfied.

It is only another illustration of the precept old and ever new in its application, "Give your customers good quality and they'll stick by you."

The Rowat store seems to make a specialty of provisions; at least these are made a prominent feature of the store.

An Observation Refrigerator.

Well towards the front is an "observation" show case, if one may use the term, combined with a refrigerator. It is made all of glass except the partitions for the centre; even the big chunk of ice being visible as proof that the ham, bacon and cooked meat, and butter are kept cool and palatable.

The cheese has its own glass home, and a cutter attached.

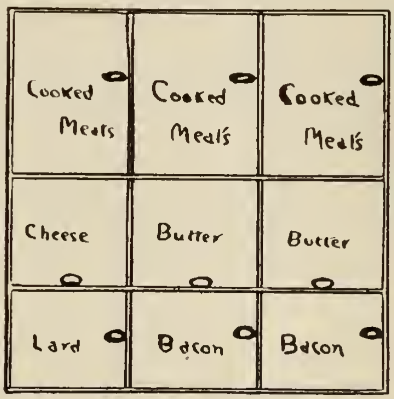
The whole store is well equipped with bin fixtures, electric coffee grinder, etc. The front windows are used for many an attractive exhibit, usually of one line of goods. During the Canadian Grocer's call one window was given up to olives, and the other to vinegar for pickling, with neat priced show cards.

Attentive to Salesmanship.

One could not be in this store long without noticing the activity of the proprietor, even although he has several clerks to assist him. He waits on a large number of customers himself, old and young, and devotes almost his whole time to salesmanship, rather than working in the office.

NINE SEPARATE COMPARTMENTS.

An unusually large refrigerator for provisions is installed in the grocery of W. E. Humphries, London, Ont. Instead of two large doors, it is arranged in such a way that one section can be opened for a special article without exposing the rest to the warmer air of the store. In the top section cooked ham is kept in three compartments each with its separate door. Below are three compartments with "lift-up" covers, in two of which butter is kept, with cheese in the third. Below are stored lard and bacon, reached by doors.



Front view of refrigerator with nine separate compartments.

REFRIGERATOR ICED BUT ONCE.

MacKay Bros., of Renfrew, Ont., claim they have solved by a simple method all minor refrigeration problems. Attached to the rear of the store they have built an ice house which they fill and pack in the usual way in winter. Adjoining this is their refrigerator fitted with shelving for the placing of goods. In the wall between the ice house and refrigerator are two openings, one at the floor, the other at the ceiling, which allow of a current of air from the ice house through the chill room at all times. On hot days these openings are made larger to allow of freer circulation of air, and in cooler weather are kept more nearly closed.

"After the ice is once put in, all trouble is over," claims Mr. McKay. "We never need to touch it all summer. The regulating of the openings is a trifling matter, and by this simple method we have a refrigerator where we can keep a great quantity of goods throughout all the hot weather."

◆

THE OYSTER SEASON.

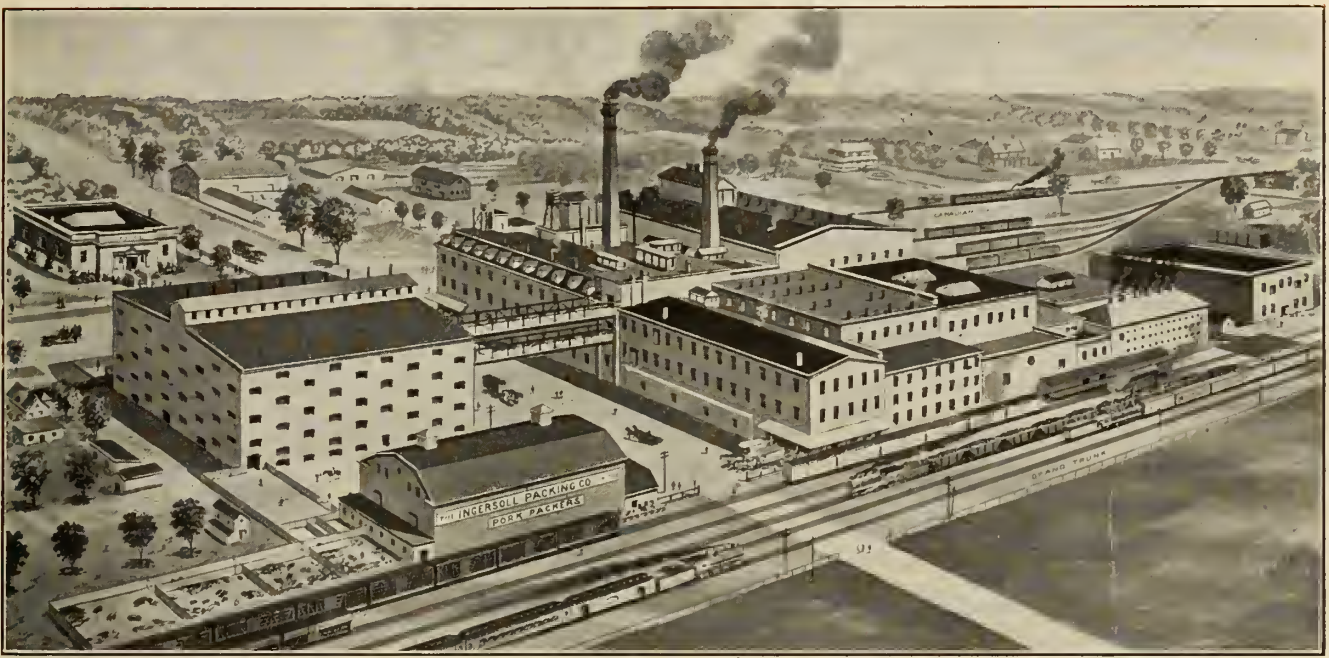
"Oh, hasten, bivalve-oyster — October's here once more: get after Mr. Oyster," we earnestly implore. "Go, bring him in by dozens, his brothers, sisters, cousins, his uncles and his aunts. Go forth," we shout in chorus, "and get some oysters for us—this month we'll take a chance! Speed forth and cast thy anchor right featly in his midst and ply the trusty yanker as formerly thou didst; load up thy saucy schooner, and then eftsoons, or sooner, unto the shore return. Oh, hasten, prithee hasten, thy cargo we'd be tastin'—our other food we spurn. Through all the torrid summer we've longed to see this day; we went from glum to glummer right from the first of May; and on till through September, we very well remember our hearts were bowed with woe. Go, haul the tender oyster up from his ocean cloister —we want two tons or so."—S. Hart.

◆

Chancellor Day said: "You cannot legislate the unsuccessful man into success by legislating the successful man out of success," but most of the papers of today seem to think this is not so. It is true, however, and they are going to find out some day that the salvation and success of the "dear people" depends on their own willingness to work, and the fellows who won't work at all, or who will only work eight hours per day, will not get anywhere! The genius of success is work! Supreme effort only achieves supreme success. The genius of Napoleon was his willingness and ability to work twenty hours in each twenty-four for days and weeks at a time. Work wins; nothing else will.

The Ingersoll Packing Company, Limited

"BEAVER BRAND" PORK PRODUCTS



"CANADA APPROVED"

"Beaver Brand" Ingersoll Hams and Bacon

Though "Beaver Brand" Ingersoll Hams and Bacon cost a trifle more, there is a safeguard in that trifle that is worth hundreds of dollars to the dealer outside the actual ham and bacon sales.

"Beaver Brand" products represent the finest selected hams and sides of bacon, **guaranteed sugar cured** and of uniform quality, and bear the Government mark "Canada Approved." They satisfy the trade worth satisfying—the trade that brings you dollars. Give them a trial.

KEEP IN A COOL PLACE

INGERSOLL CREAM CHEESE IS ALWAYS SOFT IN TEXTURE DISTINCT IN FLAVOR AND EVERY PARTICLE CAN BE CONSUMED

AVOID IMITATIONS

INGERSOLL REGISTERED TRADE MARK CREAM CHEESE

IS OF THAT CREAMY CONSISTENCY WHICH IS SO PLEASING TO THE TASTE.

ASK FOR AND INSIST ON GETTING THE ORIGINAL INGERSOLL CREAM CHEESE

Ingersoll Cream Cheese Spreads Like Butter

Every day brings new successes for the Ingersoll Cream Cheese. Grocers everywhere are daily increasing their sales of this popular brand because of its distinct flavor and its creamy consistency. (It truly spreads like butter). These features, along with the popular price, are fast winning first place for Ingersoll Cream Cheese.

The Ingersoll Packing Company, Limited

PORK PACKERS

Ingersoll Ontario Canada

FISH AND OYSTERS

Catch Light, Fish Higher at Atlantic Coast

Tariff Not Likely to Have Immediate Effect With High Prices in Canada—Clam Chowder Agreement in St. John—Lake Herring and Halibut up in Toronto—Splendid Oyster Trade.

MONTREAL.

FISH AND OYSTERS.—Trade in oysters is gradually on the up-grade, and October is expected to be a pretty good month.

Whether any difference in prices will occur on fish just now as result of United States tariff is a question. Fish prices in the East are high; in many cases almost on a par with Boston, so that for present not much change is likely. As soon, however, as Canadian prices get below those of Boston a larger export business is inevitable.

Fresb Fish—		
Bluefish, per lb.	0 15	0 16
Carp, 100 lb. boxes, per lb.	0 10	0 11
Cod, market, 250 lb. cases, per lb.	....	0 05
Doree, 100 and 150 lb. cases, per lb.	0 11	0 12
Flounders, per lb.	0 06	0 07
Frogs legs, large, per lb.	....	0 50
Frogs legs, small, per lb.	....	0 25
Haddock, per lb.	0 05	0 06
Halibut, per lb.	0 12	0 13
Herring, per 100 fish, large	....	3 00
Mackerel, 1½ lb. fisb, eacb	....	0 15
Perch, dressed, per lb.	0 09	0 10
Pike, dressed, per lb.	0 08	0 09
Salmon, B.C., per lb.	0 13	0 15
Salmon, Gaspe, per lb.	0 18	0 20
Steak cod, per lb.	....	0 07
Smelts, per lb.	....	0 12
Sword fish, per lb.	0 09	0 10
Trout br,ook, per lb.	....	0 25
Trout, lake, per lb.	0 11	0 12
Turtles, small, per lb.	....	0 15
Whitefish, per lb.	0 12	0 13
Shell Fish, Fresh—		
Clams, per barrel	....	7 00
Crab meats, per gal.	....	2 50
Lobsters, live, per lb.	....	0 30
Lobsters, boiled, per lb.	....	0 32
Oysters, bulk, standards, per gal, $1.50; Selects	....	1 80
Oysters, solid meat, standards, per gal., $1.80; selects	....	2 00
Oysters, Cape Cod, shell	....	9 00
Oysters, Malpeques, sbell	10 00	12 00
Periwinkles, per bushel	....	2 50
Prawns, per gal.	....	2 00
Scallops, per gal.	....	2 75
Shrimps, per gal.	....	2 00
Frozen Fish—		
Haddock, per lb.	0 04	0 05
Herring, per 100 fish	....	1 50
Pike, per lb.	....	0 06
Smelts, fancy, per lb.	0 12	0 13
Smelts, No. 1, per lb.	0 08	0 09
Salmon, fancy, Spring, per lb.	0 14	0 15
Salmon, Gaspe, per lb.	0 15	0 16
Salmon, Qualla, per lb.	0 07½	0 08
Whitefish, per lb.	0 07	0 10
Prepared Fish—		
Boneless fish, 20 lb. boxes	0 06	0 07
Cod, boneless, 20 lb. boxes, 2 lb. blocks	0 07	0 08
Cod, pure, 3 lb. box, per lb.	....	0 15
Cod, boneless strip, 30 lb. box, lb.	....	0 10
Cod, shredded, box of 2 doz.	....	1 80
Cod, skinless, per 100 lb. box	....	6 00
Cod, dried, per 100 lb. bundle	....	6 50
Pollock, dried, per 100 lb. bundle	....	6 00
Salted and Pickled Stock—		
Cod, green, ordinary, per 200-lb. bbl.	....	9 00
Cod, green, white napes, per 200-lb. bbl	9 50	10 00
Haddock, No. 1 green, per 200 lbs.	6 00	7 00
Herring, Gaspe, No. 1, ½ bbls., $2.75; bbls.		5 00
Herring, N. S. per ½ bbl.	....	3 00
Herring, N. S., per bbl.	....	5 50
Herring, Holland, per keg, 75c; per ½ bbl., $5.00 to $6.00; per bbl.	9 00	10 00
Herring, Labrador, ½ bbl., $3.25, bbl.	....	5 75
Herring, Scotch, keg of 12 lbs. net, $1.25 to $1.35; ½ bbl.	....	7 00
Mackerel, No. 1, 20 lb. kits, $1.75, ½ bbl., $7.00; bbl.	....	14 00
Salmon, Labrador, ½ bbl., $8.00 to $9.00, bbl.	15 00	16 00
Trout, lake, kegs	....	7 00

TORONTO.

Oyster Week, Oct. 20-25.

FISH.—Advance of two cents in lake herring owing to scarcity, and one cent in halibut for similar reason, are main changes in market this week. Wholesalers here have impression that new U. S. tariff bill will have effect of larger demand across border for halibut and sea salmon, and explain advance in former to anticipation of this. However, naturally only last will be affected by direct exports. Salmon trout continues to come in plentifully from the inland lakes and price is down to 11 cents. Digby herring is latest arrival in new smoked supplies.

OYSTERS.—Situation is practically repetition of last week with demand steady, and supplies regular and unusually good. Next week will see extra orders on approach of oyster week, Oct. 20-25. Both wholesalers and retailers await it with interest to see effect of international campaign. Prices are unchanged.

Frozen Fish—		
Roe shad, weight 3 lbs., each	1 00	1 25
Whitefish, per lb.	....	0 10
Fresh Caught—		
Haddock, per lb.	0 06¼	0 07
Halibut, per lb.	0 11	0 12
Herring, per lb.	....	0 08
Mackerel, weighing 1½-3 lbs., eacb	0 15	0 25
Pickerel, yellow, per lb.	....	0 12
Pike, per lb.	0 06	0 08
Salmon, B.C., per lb.	0 15	0 16
Steak, cod, per lb.	....	0 09
Trout, per lb.	0 11	0 12
Whitefish, per lb.	....	0 12
Smoked—		
Flounders	....	0 08
Fillets of haddie	....	0 12
Finnan haddie, per lb.	....	[illegible]
Kippers, new, box of 40 and 50	....	1 30
Bloaters, box of 60		
Digby herring, per bundle	....	0 90
Prepared		
Cod, quail on toast	....	0 07½
Cod, steak	....	0 08½
Cod, Imperial, 25 lb. pck	....	0 07½
Salted and Pickled—		
Herring, Holland, new—		
Milkers	....	0 85
Mixed	....	0 80
Herring, Labrador, bbl.	....	6 50
Herring, sea, pails	1 25	1 50
Mackerel, pail	....	2 25
Oysters—		
New York counts, gal.	....	2 00
Extra selects, gal.	1 90	1 95
Straights, gal.	1 65	1 75
Shells, bbl.	8 00	8 50

ST. JOHN.

FISH AND OYSTERS.—Fishing season in New Brunswick has been about average one from standpoint of both fishermen and buyers. During the earlier part of the season catches were larger than usual and although prices fell off with increased catch volume of business more than compensated for this. During the last few weeks the catch has been light, fish have been scarce and prices higher. On the whole, fishermen will make about an average season's wages. Buyers, who had fair quantities during earlier part of the season are now hampered by scarcity and there is little stock for export.

Reduction of duties under the new U.S. tariff will not affect the local market very much at present one way or the other, as the scarcity here has brought prices up to about the same level as in New England markets and there will be little stock for export.

Owing rather to general advance in all prices rather than to any marked change in cost of raw material, cost of clam chowders has been raised by all local restauranters and lunch counters from .10 to .15c. and each dealer has posted the sum of $60 as a forfeit for breaking the agreement.

HALIFAX.

FISH.—Unfavorable weather during pas week has interfered to some extent with fisheries. Receipts of fresh fish were comparatively light. Run of mackerel is about over for season and halibut are scarce. Swordfish are fairly plentiful, but sales of this fish here are light.

Good fat salt herring are scarce. There are lots of small herring offering, but not kind that trade requires. Salt codfish are now beginning to move. Three vessels arrived here this week from P.E. Island ports, with about four thousand quintals. Steamer Palmero, sailing today for Italy took one thousand packages of dry fish.

WINNIPEG.

FISH AND POULTRY.—Trade in fish is normal. Oysters in good demand. A fair amount of Western poultry is on the market.

Fish—		
Codfish	....	0 10
Halibut	....	0 11
Oysters—		
Imperial gallon	....	2 25
Large tins, 4 1-6 gals.	....	10 50
Pickerel	....	0 08
Salmon	....	0 14
Trout	....	0 12½
Whitefish	....	0 08½
Cured—		
Kippered herrings, box	....	1 75
Holland herrings, keg	....	0 72
Salt mackerel, kits	....	2 75
Poultry (live)—		
Chickens, per lb.	....	0 16
Turkeys	....	0 14
Geese	....	0 10
Ducks	....	0 10

Oyster Week

October 20th to 25th

It has been unanimously agreed by all the largest oyster packers and sellers (wholesale and retail) to boost the oyster for one week commencing Oct. 20th, when the very finest stock will be in.

We request every dealer in every city, town and village in Canada to join in the movement which is international, covering the whole of North America.

Boost the Oyster

If you advertise in your local papers, boost Oysters, give them prominence in your store, talk them, for there is no food that is more healthful and economical. Oysters should be universally used. Make arrangements with your local hotels and cafes to have oysters on their menus for the six days. Get your patrons to use them in their homes and keep them using them by giving them the best quality money can buy.

Oysters are not a side line or after consideration with us. Being an exclusive house we can better serve you than those treating oysters as a side line.

We supply either "Coast Sealed" or "Sealshipt," in either 3 or 5 wine gallon sanitary packages.

Let us have a trial shipment. Our claims prove nothing, but a trial shipment will prove our claims. Write to-day.

SEALSHIPTICASE
SEALSHIPT
OYSTERS
Direct from the Oyster bed free from water ice or preservative
A PURE FOOD natural flavor and freshness guaranteed
USE LICENSED BY SEALSHIPT OYSTER SYSTEM

"Canada's Exclusive Oyster House

Connecticut Oyster Company

50 JARVIS STREET TORONTO

Do you, like other dealers, have trouble in handling oysters and liquid goods of various kinds, such as molasses, syrups, vinegars and pickles?

Have you ever stopped to consider the leaks in your business? If you haven't, then it's a safe bet that you are filling the ordinary paper oyster bucket, supposing it to be an accurate measure and are thereby throwing away the cream of your profits on all goods sold in them, for nearly all of these hold considerably more than the Imperial measure calls for—more than you get when buying. You too have had trouble with the delivery of oysters, pickles, and liquid goods in these pails, glass or earthenware.

They have upset or broken and not only wasted their contents, but have spoiled other goods in the basket; they have leaked over your patron's clothing when carrying them home; they have caused you trouble as they have others. Besides the inconvenience and waste, the old-fashioned pails are unsanitary.

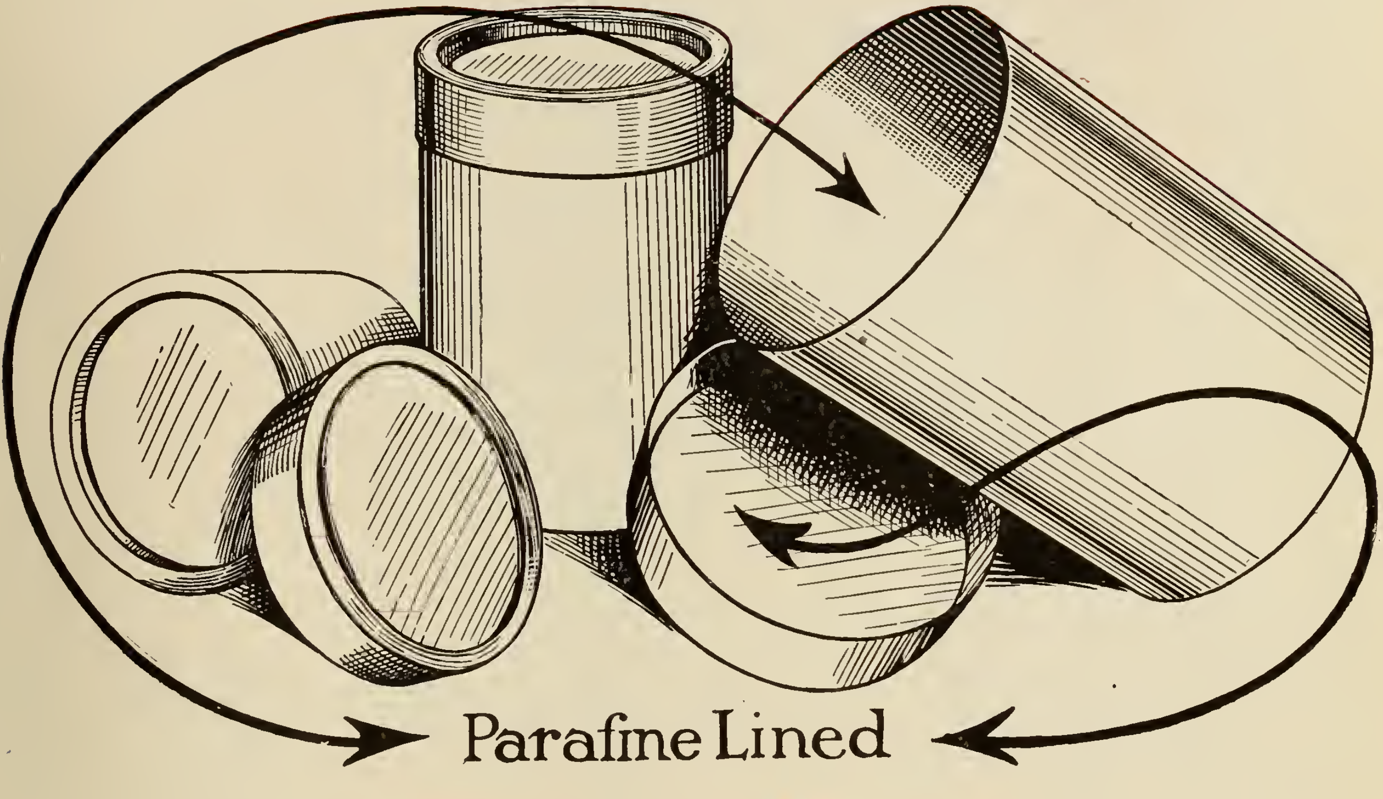
Did you ever stop to think with your nested pails that every pail is protected excepting the one you are going to use? That pail is exposed to all the dust and dirt of your place. The cap of the "EMPIRE" pail is put on at the machine at the factory and it is not removed until taken to fill. The EMPIRE is paraffine lined and absolutely sanitary in every sense of the term. Sanitation should be the "watchword" of every merchant.

Connecticut Oyster Company

EXCLUSIVE SELLING AGENTS

50 JARVIS STREET, TORONTO

SOLVED



"THE EMPIRE"

Ensures the Safe and Sanitary Handling of Oysters and Liquid Goods

by its unique construction, which prevents contents from leaking, regardless of the position of the container—even though it be upside down.

The "Empire" container checks waste in over-measure, eliminates loss from spilling of contents, and spoilage of other goods. It prevents embarrassment of having liquids spilled on the clothing of your patrons. You can wrap it up like a can of salmon.

These pails are put up in cartons and crated. Prices include cartons and crates F.O.B. factory, Sombra, Ontario, and are as follows:

Half Pints	$12.00	**Per Thousand**
Pints	14.00	" "
Quarts	16.00	" "

Connecticut Oyster Company

EXCLUSIVE SELLING AGENTS

50 JARVIS STREET, TORONTO

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER.

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15, and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books ..each	0 04
100 books and over, each.	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancacke Flour per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$ 2 15
Raspberry, red, h'vy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry.	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 65
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Strawberry	0 13
Black currant	0 13
Raspberry	0 13

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz..	4 60
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz...	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb. ..	0 20
Soluble, bulk, No. 2, lb. ..	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	
Supreme chocolate, ½'s 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz...	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26
Icings for Cake—	
Chocolate, white, pink, lemon orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz...	0 90
Chocolate Confections—per lb.	
Maple buds, 5-lb. boxes ..	0 37
Milk medallions, 5-lb. bxs.	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil Wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. bxs.	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes ..	0 37
Lunch bars, 5-lb. boxes ..	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box. ..	1 36
Royal Milk Chocolate. 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars, per box	0 85

EPPS'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N. S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 90
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy chocolate, ½'s..	0 26
" Vanilla sticks, per grs.	1 00
" Diamond chocolate, ⅛s.	0 24
" Plain choice chocolate liquors	20 30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb.; Caracas tablets, 5c cartons, 40 cartons to box. $1.25 per box.

The above quotations are f.o.b Montreal.

WHITE SWAN

"SURITY of PURITY"

This
Trade
Mark
Insures
Your
Profit

Makes A Steady Customer Of Every Purchaser

For over seventeen years the WHITE SWAN brand has been associated in the mind of the Canadian housewife with absolute purity of product.

She knows if it is WHITE SWAN it is pure and dependable.

The fact that a dealer carries in stock and makes his leader a brand of spices and cereals in which she has such implicit confidence, is sufficient to make her his steady customer for the rest of her needs.

Order from your wholesaler or direct.

WHITE SWAN SPICES & CEREALS
LIMITED
TORONTO, ONTARIO

"I'm Swift's Little Cook

Representing the World's Highest Standard in Pure Food Products"

"Every Housewife in Canada Knows About Me and the Products That I Represent"

HAVE YOU SEEN THE ATTRACTIVE SWIFT ADVERTISEMENTS MR. GROCER, NOW APPEARING IN ALL the best papers throughout Canada? The Swift Canadian Co., Limited, is telling your customers about the Swift products and especially "Swift's Premium" Hams and Bacon, Silver Leaf Lard. This advertising means more sales for the store that takes advantage by giving prominent display to the Swift line.

Swift's Premium Hams and Bacon.
Swift's Cotosuet
"Brookfield" Sausages and "Brookfield" Eggs are some of

Swift's PURE FOOD PRODUCTS

The Swift Canadian Co., Limited, has devoted years of study in order to make it possible for every housewife in Canada to buy meat provisions of ASSURED AND UNVARYING quality by merely asking for "Swift" brand goods.

Modern factories — the newest appliances — the best skilled labor and the most rigid supervision all combine to ensure this "Swift" unrivalled quality. All Swift products are prepared under the CLEANEST conditions — by government approved ways. This means **pure food** for **your patrons—good business for you.** Stock up now.

Swift Canadian Co., Limited

Toronto - Winnipeg - Edmonton

"SOCLEAN."
THE DUSTLESS SWEEPING COMPOUND.

25c Pail, 2 doz. in case (4½ lbs.) enlarged size	$4 50
40c Pail, formerly 50c, 2 doz. in case (8 lbs.)	7 20
75c Pail, formerly $1.00, 1 doz. in case (17 lbs.)	6 75

"ANTI-DUST" SWEEPING POWDER.

2 lb. tins, 3 doz. crates, doz.	1 40
5 lb. tins, 1 and 2 doz., crates, per doz.	3 90

STARCH.
THE CANADA STARCH CO., LTD.
EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Boxes.	Cents
Laundry Starches—	
40 lbs. Canada Laundry	.06
40 lbs., Boxes Canada white gloss, 1 lb. pkgs	06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 white.	.06½
200 lbs., bbls., No. 1 white.	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chromo pkgs.	.07½
48 lbs., silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs. Benson's satin, 1-lb. cartons, chromo label	.07½
40 lbs. Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch	.06
(20-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.
Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.05½
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06
First Quality White Laundry—	
3-lb. canisters, cs of 48 lbs	.06½
Barrels, 200 lbs.	.06
Kegs, 100 lbs.	.06
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	.07½
6-lb. toy trunks, lock and key, 3 in case	.08
6-lb. toy drum, with drumsticks, 2 in case	.07¾
Kegs, extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.05¼
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½

(20-lb. boxes ¼c higher than (40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 48, 1 lb., per case, $4; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz., per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED.
CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.

No. 1's, 95c per dozen.

Individuals, 45c per dozen.

Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz.	0 90
Clear soups, in stone jars, 5 varieties, doz.	1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.

Case of ½-lb., containing 120 packages, per box, $3.00.

Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.
THE CANADA STARCH CO., LTD.
CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	2 50
5-lb. tins, 1 doz. in case	2 85
10-lb. tins, ½ doz. in case.	2 75
20-lb. tins, ¼ doz. in case.	2 50
Barrels, 700 lbs.	3½
Half barrels, 350	3¾
Quarter barrels, 175	4
Pails, 38½	1 85
Pails, 25 lbs. each	1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	2 85
5-lb. tins, 1 doz. in case	3 20
10-lb. tins, ½ doz. in case.	3 10
20-lb. tins, ¼ doz. in case.	3 05

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure) 2 doz. in case, per case	4 70

MOLASSES.
THE DOMINION MOLASSES COMPANY, LTD.
Gingerbread Brand.

2s., Tins, 2 doz. to case.

Quebec, per case	$ 1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
British Columbia, per case	2 40

DOMOLCO BRAND.

2s., Tins, 2 doz. to case.

Quebec & Ontario, per case	2 60
Manitoba, per case	3 00
Saskatchewan, per case	3 20
Alberta, per case	3 30
British Columbia, per case.	3 10

SAUCES.
PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	$ 0 90
Pint bottles, 3 doz., cases, doz.	1 75

H. P.

H. P. Sauce—	Per doz.
Cases of 3 dozen	$1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 35
Cases of 3 doz. ½-pints	2 25

STOVE POLISH.
JAMES DOME BLACK LEAD.

6a size, gross	$ 2 40
2a size, gross	2 50

NUGGET POLISHES.	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleaner	1 10

TOBACCO.
IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch, 6s	45
Black Watch, 12s	45
Bobs, 5's and 10's	39
Bully, 6s	44
Currency, 6½s and 12s	39
Stag, 5 1-3 to lb.	39
Old Fox, 6 lb. boxes	40
Pay Roll Bars, 7½s	59
Pay Roll, 7s	59
War Horse, 6s	42
Plug Smoking, Shamrock, 6s, plug or bar	45
Rosebud Plug, 7s	50
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking — Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

TEAS.
THE "SALADA" TEA CO.
East of Winnipeg.

	Wholesale	R't'l
Brown Label, 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	80

LUDELLA CEYLON TEA.

Orange Label, ½s	.24	.30
Brown Label, ½s and 1s.	.28	.40
Brown Label. ¼s	.30	.40
Green Label, ½s and 1s	.35	.50
Red Label, ½s	.40	60

MELAGAMA TEA.
MINTO BROS.
45 Front St. East.

We pack in 60 and 100-lb. cases All delivered prices.

	Wholesale	R't'l
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼.	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JAMS AND JELLIES.
T. UPTON & CO.

Pure Fruit Jams—Raspberry & apple, Strawberry and apple, peach and apple, plum and apple, red currant and apple, black currant and apple, cherry and apple, apricot and apple, gooseberry and apple, huckleberry and apple, fig and apple, 12 oz. glass jars, 2 dozen in case $1.00 per doz.; No. 2 tins, 2 dozen in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37 1-2c. per pail; No. 7 tin pails, 6 pails in crate, 52 1-2c per pail; No. 7 wood pails, 6 pails in crate, 52 1-2c per pail; 30 lb. wood pails, 7 1-4c. per lb.

Packed in assorted cases or crates if desired.

Pure Fruit Jellies — Raspberry, strawberry, black currant, red currant and pineapple flavors, 9 - oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz glass jars, 2 doz. in case, $1. per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; No. 7, tin pails 6 in. crate, 52½c; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade — Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case. $1.10 per doz.; 16-oz. glass jars. 2 doz. in case, $1.50 per doz; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.
WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen	$0 90

List Price.

"Shirriff's" (all flavors), per doz.	0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c packages	1 15

Matthews-Laing Limited

Head Office: TORONTO

Packing Plants:

TORONTO, Ont. **MONTREAL, Que.**
HULL, Que. **PETERBORO, Ont.** **BRANTFORD, Ont.**

Branch Warehouses:

WINNIPEG, Man. **SUDBURY, Ont.**
FORT WILLIAM, Ont. **SYDNEY, C.B.**

Pork & Beef Packers Exporters & Provisioners

The formation of ''Matthews-Laing Limited'' was the logical outcome of a healthy desire to serve our customers better than we had ever done before.

With the advent of ''Matthews-Laing Limited'' came a new era of service, a new era of values and a new era of prosperity for our customers.

To-day this service is better than ever. Our branches are equipped to serve your every want with the least possible loss of time. These branches enable you to get your supplies quickly and at lower transportation costs.

With the increased volume of business we are able to give you more for your money.

To-day is the day to resolve to sell the best Canada produces.

''Rose Brand'' smoked meats will please your most exacting customers. ''Rose Brand'' Hams and Bacon have a flavor that brings more sales.

Write for prices on Car lots, or less quantities. We ship to all parts of Canada.

Melagama

Teas
&
Coffees

They stand alone in quality and purity.

We quarantee their sale, and pay the freight.

Hadn't you better order a case of each TO-DAY?

WIRE AT OUR EXPENSE.

Minto Bros.
Toronto

Fresh Pork Sausages

September marks the opening of the Sausage Season. Cooler weather and renewed work demand something tasty for breakfast.

Nothing can be more so or more ecomonical than Fearman's Star Brand Fresh Pork Sausages.

Let us book you for a regular daily or weekly shipment.

F. W. FEARMAN CO.
LIMITED
HAMILTON
Established 1854

We Are Busy Packing

our 1913 stock of

UPTON'S KETCHUP

a most delicious appetizing condiment.

Have You Tried It?

Get our prices and put in a stock before frost comes.

Order early. Do it now.

THE T UPTON CO., Ltd.
Sales Dept. St. Catharines, Ont.
Factory at Hamilton, Ont.

Canned Goods

We are headquarters for "Independent" goods. We control the output of a number of "Independent" factories in Eastern and Western Ontario, and it will pay you to get our prices before placing your orders. Watch our advertisements, you will save money.

We offer the following specials this week:

900 Cases Crawford Peaches, 2s, Heavy Syrup,	**$1.20**
300 Cases Bartlet Pears, 2s, Heavy Syrup,	**1.35**
300 Cases Light Syrup Pears, 2s,	**.90**

All F.O.B. Toronto Net 30 days

EBY-BLAIN, LIMITED

WHOLESALE IMPORTING & MANUFACTURING GROCERS

Coffee Roasters, Spice Millers and Tea Blenders to the Trade

CORNER FRONT and SCOTT STS. TORONTO, CANADA

Florida and Jamaica

GRAPE FRUIT

Now Arriving New Fruit

Californian Tokay Grapes

New Figs due daily

Cranberries

Oysters Haddies Fillets

Fresh, Frozen and Salted Fish

White & Co., Limited
TORONTO HAMILTON
Wholesale Fruit and Fish

Malaga Grapes

Our first consignment just received. The quality is very fine and prices reasonable. Get some of these.

CRANBERRIES

Fancy Early Blacks from Cape Cod. Good, hard, bright berries. Prices now are lowest for this season.

NEW CROP FIGS

Just In

Extra Fancy Camel Brand

THE HOUSE OF QUALITY

HUGH WALKER & SON
Established 1861
Guelph and North Bay

NATION'S

SPECIALITIES

- Egg Powder
- Custard Powder
- Jelly Powder
- Health Saline

Agents required where not already represented

E. J. NATION & CO.,
LIMITED
Bristol, England

APPLES

Before purchasing write for our quotations on the famous **Georgian Bay** apples. We will be packing from five to ten thousand barrels.

LEMON BROS.
Owen Sound, Ontario

In an
Ontario Retail Store

it's first grade quality that sells—there is only a very limited trade for second or third grade goods.

"St Nicholas"

is the first grade of all the Lemons.

J. J. McCABE
Agent
Toronto, Ont.

Manufacturers and Shippers

of the

WORLD

The Great West

has the

Largest Crop Ever

Wheat -	225,000,000	bushels
Oats -	250,000,000	"
Barley -	40,000,000	"
Flax -	10,000,000	"
Grand Total	525,000,000	"

Consumers in Manitoba, Saskatchewan and Alberta will have **$300,000,000 to spend,** or 20% more cash than the paid up Capital of all the Banks in Canada.

The Largest and most Progressive Wholesale Commission House in Canada

are open to represent Leading Manufacturers. We daily canvass the trade from Lake Superior to the Rocky Mountains. Have your products pushed by a

→ **Live Wire House**

Write or Wire us, or to our Branches.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

Head Office, Winnipeg

BRANCH OFFICES AND WAREHOUSES

Regina Saskatchewan Calgary Edmonton Lethbridge

FREE

Book: "Fish and How Handled"

and

Five Unique Designs

If you are selling fish, and want to sell more, you need these signs. They are specially designed for use in the store or window. Book is full of educational matter. Demand for any line is often worked up by neat story telling showcards, and as these will be sent you on receipt of card or letter, we would strongly recommend you to make sure of a supply. They are certainly moving.

ONE
CENT
1906

IS ALL YOU NEED SPEND ON THEM

North Atlantic
Sea Products
Of Quality

OCEAN BRAND

Haddies
Kippers
Bloaters
Fillets, etc.

CANADA BRAND

Pure Boneless Cod
Etc., Etc., Etc.

ASK YOUR DEALER

North Atlantic Fisheries, Ltd.
MONTREAL

The Consumer Knows

Anything That's
HEINZ
TRADE MARK
Is Safe To Buy.

and

The Grocer Knows

Anything That's
HEINZ
TRADE MARK
Is Sure To Sell

H.J. HEINZ COMPANY
PITTSBURGH

Sodafied
Deliciousness

When deliciousness is applied to Meadow Cream Sodas you at once think of crisp, flaky rich creamy—flavored sodas, not tough and hard. This is the exact description of these popular Sodas—delicious in every sense of the word.

They stand without a rival in the biscuit world. Fifty biscuits in every package and weighing one pound (the largest pound package on the market for the price).

Quality is the permanent feature of all Crothers' Goods.

Send for samples and prices of Crothers' Fancy Biscuits and Confectionery as well as Meadow Cream Sodas.

Stock these lines.—You will find a ready sale for them.

The

W. J. Crothers Co.
Kingston, Ontario

There are other

SUGARS

Why certainly! But there is only one

Woodside XXX Granulated

Guaranteed absolutely pure.

Refined from

RAW CANE SUGAR

only!!

Manufactured by

The Acadia Sugar Refining Co., Limited

Halifax, Nova Scotia

Packed in Barrels and Cotton-Lined Bags

Are you Ready for the Rush of Fall Business?

The steady growth of our specials has forced us to secure Larger Warehouse Accommodation. Our new warehouse at 51 Wellington West, contains 50,000 square feet and our office and warehouse facilities will be trebled when we move at the New Year.

You can also enjoy this **Growth** and **Expansion** if you identify yourself with our **Quality Lines** and get the benefit of our Business and Advertising Methods.

The following are a few of our specials which we know cannot be surpassed.

The
Sauce
of
Many
Merits

Delicious
Pickle
Packed
in
H.P.
Sauce

Pure
English
Malt
Vinegar
Guaranteed
Matured
for
Twelve
Months

These Lines Manufactured By
Midland Vinegar Co., Limited, Birmingham, Eng.

W. G. Patrick & Company, Limited

Canadian Distributors

TORONTO, MONTREAL, WINNIPEG, VANCOUVER

27 Gold Medals awarded to

Crossed Fish Sardines For Quality

Stella Brand Norwegian Young Herring in Tomato Sauce

Packed by Stavanger
Preserving Co., Stavanger, Nor.

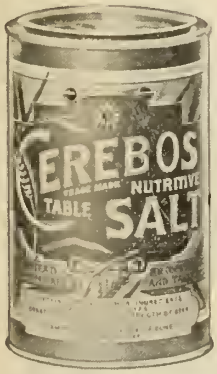
These lines stand for quality and should interest every First Class Merchant in Canada.

Patrico Brand
Imported Peas

Patrico Brand
Imported Mushrooms

Lion Brand
Genuine Italian Macaroni

Clarnico Brand Imported Confectionery Shelled Nuts of all descriptions for the Fancy Grocery Trade



CEREBOS

The
Finest
Table
Salt
Made

YACHT
CLUB

Salad
Dressing
Made from
Best
Ingredients
Procurable

LA PERLE

Pure
French
Olive Oil

Your inquiry for prices or information of any kind will be appreciated by

W. G. Patrick & Company, Limited

Importers

77 York St. -:- -:- Toronto

Branches at Montreal—Winnipeg—Vancouver.

SERVICE!!

Largest Stock

Low Prices

Best Equipment

Perfect Organization

Greatest Variety

Thorough Reliability

Hudon, Hebert & Co., Limited

Montreal

Crystal Sugar

—the Sugar that is growing in popularity every day because it is always uniform and pure

You need never hesitate in recommending **Crystal Sugar** to your trade for every pound you sell will speak well of your store.

Though it is absolutely imperative that you handle pure sugar during the preserving season, it is just as important that you supply it at all times, for the average housewife knows when sugar is right and when it isn't.

We make the finest Cane Sugar on the market for preserving and all other purposes. Crystal Sugars give full profit to you and satisfaction to your patrons.

When sending in your order for our Crystal Granulated, **don't** overlook the fact that we also manufacture the finest quality of Icing, Powdered and Cut Loaf Sugar on the **market.**

Dominion Sugar Company, Limited
WALLACEBURG AND BERLIN, ONT.

KING OSCAR BRAND SARDINES
THE SARDINE THAT MADE STAVANGER FAMOUS

By Special Royal Permission

King Oscar Brand

The Famous Norwegian Sardines packed by Chr. Bjelland & Co., Stavenger, Norway.

The quality and deliciousness of these sardines is well known to consumers everywhere. The demand is already established and a widespread publicity campaign is making more sales for the dealer.

King Oscar Sardines are an all-year-round seller. Are you prepared to supply the demand?

J. W. Bickle & Greening

(J. A. Hendersen, Canadian Agents)

Hamilton, - Canada

Pacific Coast Halibut and Salmon

FRESH AND FROZEN

Order your Pacific Coast Frozen Halibut and Salmon for next Winter's requirements from

The Canadian Fishing Company, Limited

VANCOUVER, BRITISH COLUMBIA

Write for prices and information.

We produce and ship all kinds of Pacific Coast Fish—Fresh—Frozen—Salt—and Smoked.

Quality and Service Unsurpassed

How much of your stock goes to waste because of no refrigeration?

Avoid this waste and unnecessary loss by installing the perfect refrigerator—**The Eureka.** In one or two seasons the saving alone will pay for the original cost of the refrigerator.

The **Eureka** is built on the most modern principles of cold, dry air circulation. No zinc or galvanized iron lining to rust and corrode.

Every **Eureka Refrigerator** is built on the experience and perfection of over 27 years.

Get our catalog and prices before buying.

Eureka Refrigerator Co., Ltd.

54 Noble Street, Toronto

Montreal Representative:
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg.
Agents at Fort William, Hamilton, Calgary, Moose Jaw, Saskatoon.

BRITISH and FOREIGN

JAM & MARMALADE PULPS

CITRONS, LEMONS AND
BITTER ORANGES
FRESH AND IN BRINE

SPANISH OLIVES IN BULK

ESSENTIAL OILS
LEMON, ORANGE,
BERGAMOT

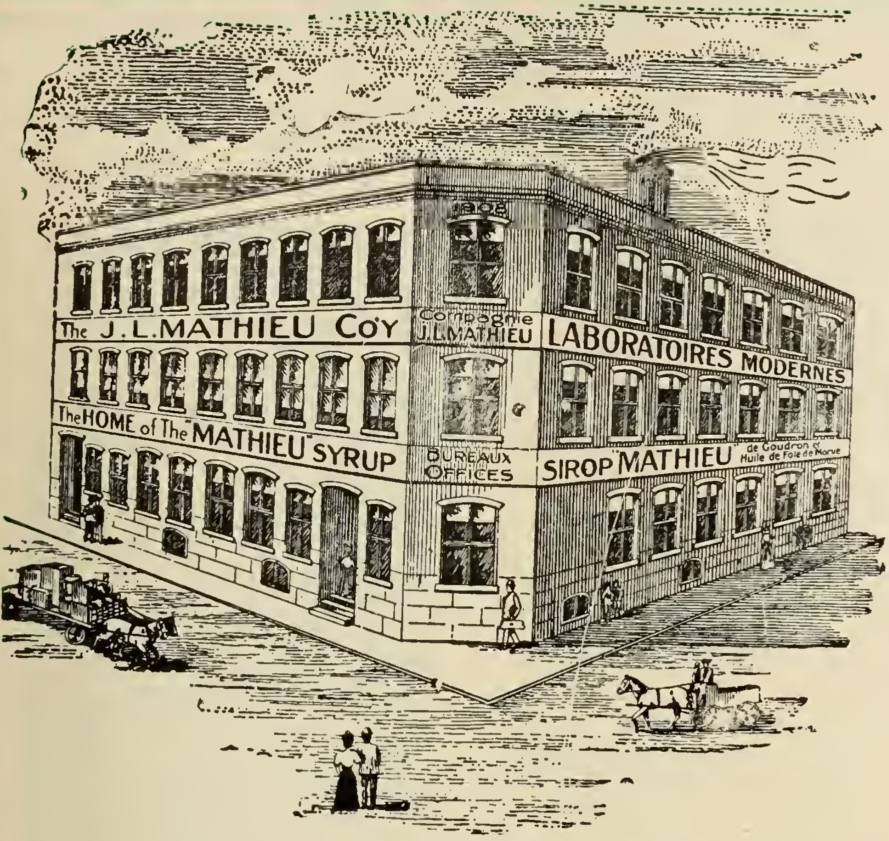
F. C. GOODING & CO.

FRUIT PACKERS AND SHIPPERS

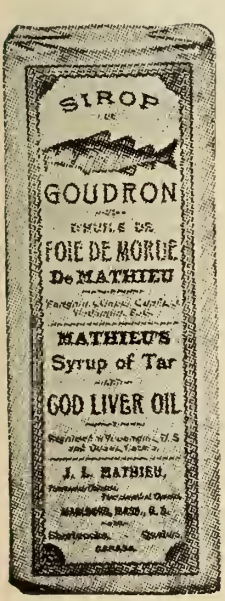
36 Eastcheap, LONDON, England

CABLES "GOODINGITE LONDON," ALL CODES.

Represented in TORONTO by W. B. STRINGER


1908
The J. L. MATHIEU COY
Compagnie J. L. MATHIEU
LABORATOIRES MODERNES
The HOME of The "MATHIEU" SYRUP
BUREAUX OFFICES
SIROP "MATHIEU" de Goudron et Huile de Foie de Morue

This laboratory, one of the largest and best equipped in Canada, is owned by us and used exclusively for the preparation of our celebrated specialties.



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

You can unhesitatingly recommend this preparation which commands by far the largest sale, in Canada, of any cough remedy. It is particularly effective in preventing, alleviating and curing all chest and throat troubles. It not only cures the cold—but so tonifies the system as to make its return almost impossible.

Mathieu's Nervine Powders

This is a magic cure for all headaches, nerve pains, neuralgia, etc. Contain no opium, morphine, chloral or any other dangerous narcotic or poison. Hence their safety for family use. They relieve insomnia, soothe the nerves and give restful sleep. When taken in conjunction with Mathieu's Syrup they are the quickest cure for any feverish cold.

Sold by all wholesale dealers. Don't let your stock run low.

J. L. Mathieu & Co. (Proprietors) **Sherbrooke, Que.**

the pick of the fisherman's catch

BRUNSWICK BRAND

Located as we are in close touch with very fine fishing grounds, we have the choice of the fisherman's catch.

Our plant is modern in every way, strictly sanitary and is operated under ideal conditions. This insures the very best results in our products. High quality is the key-note of Brunswick Brand Sea Foods. They are proven big sellers and profit producers.

Order Brunswick Brand for your Winter's Stock.

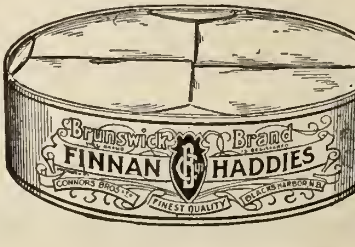
THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
HERRINGS IN TOMATO SAUCE
Breakfast Delicacy
PREPARED BY
CONNORS BROS LTD
Diploma awarded at St John Exhibition 1895
THEY SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

CONNORS BROS., Limited

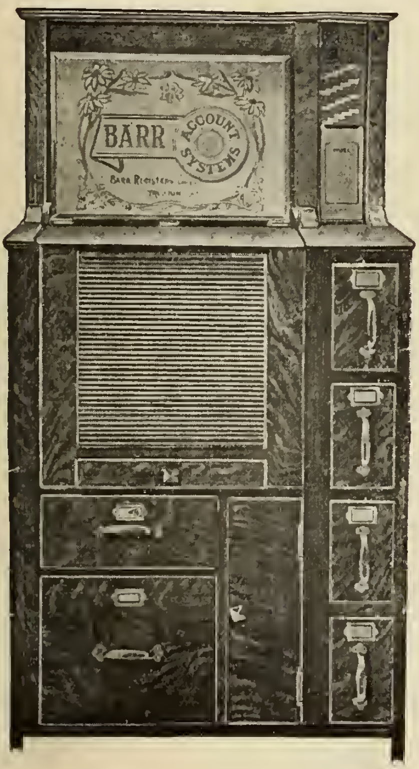
Black's Harbor, N.B.

AGENTS:—Grant, Oxley & Co., Halifax, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. de Carteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas Duncan, Winnipeg, Man.; Shallcross, Macaulay Co.; Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
KIPPERED HERRINGS
Breakfast Delicacy
PREPARED BY
CONNORS BROS LTD
Diploma awarded at St John Exhibition 1895
THEY SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED



The Barr Account Register



Most Efficient and Best to Date—No Other Credit Account System on the Market to Equal it—Make us Prove it

The Manufacturers of the Barr Account Register make this claim and they can prove it by demonstration to any merchant's satisfaction. This announcement will fulfil its whole mission if it gets you sufficiently interested to ask for a demonstration.

Cut Out The Coupon And Mail It To-day

For The Merchant Who Handles Accounts

The Barr Account Register is the greatest money-saver you can put into your business.

The Barr Account Register is the simplest and most quickly operated system yet produced.

The Barr Account Register has exclusive features which put it in a class by itself and leaves it without a successful competitor in many points of efficiency.

The Barr Account Register gives you an accurate statement of your customer's account to the minute—It makes no mistakes—Gives no offence—Promotes good feeling amongst your patrons—Increases trade and hurries in the money.

The Barr Account Register will wipe out of your business most effectively the long hours and the risks of the old bookkeeping system.

Barr Registers, Limited,
Trenton, Ont.

Gentlemen: We would be pleased to have you demonstrate the Barr Register, showing how it can save time and money for us.

Name ....

Street and Number ....

City .... Province ....

BARR REGISTERS
LIMITED
TRENTON ONTARIO

BISCUITS
from the Old Country

Notice to Grocers and Stores in Canada

McVitie & Price, Limited

are now sending regular supplies of their biscuits to Ontario, Quebec, Manitoba, Alberta, Saskatchewan, British Columbia and the Yukon Territory.

When you sell **McVITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods noted for their excellence and absolute purity.

AGENTS:

Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG
Alberta
CAMPBELL, WILSON & HORNE, Limited,
CALGARY, EDMONTON AND LETHBRIDGE
British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St., VANCOUVER

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

JOHN P. MOTT & CO.
MANUFACTURERS
HALIFAX, NOVA SCOTIA

Put "Snap" into your daily profits

Every household in Canada is a prospective user of "Snap"—No house so refined, none so crude, but "Snap" may be used in it as a daily hand cleaner with absolute benefit. You can supply a great deal in your locality. Are you doing so?

Stock Now—Good Profits.

SNAP COMPANY, Limited
MONTREAL

We have them

Giant
Prince
Globe
Beaver

Fruit Jar Rings

Quality Guaranteed

Walter Woods & Co.
HAMILTON and WINNIPEG

Protectors Cleansers Helpers

BULL DOG

Liquid Ammonia
Chloride of Lime
Liquid Blueing

BULL DOG

Borax, Lye,
Cresoleum
(For disinfecting)

The Bull Dog Family

The Bull dog family, widely known among the good housewives of Canada, is the great sales-promoter for the grocer. It covers so many daily needs of the household that at least one of them could easily be included in "every order of grocreies delivered."

Bull Dog Ammonia is the greatest purifier and cleanser of the age.

Ask your jobber for special price in five and ten case lots.

The J. B. Paine Co., Limited
TORONTO

65 Pearl, Toronto
225 Lemoine, Montreal

John Gray & Co., Limited

Glasgow **Scotland**

1 lb. Floral Glass

Samples and Prices from

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn, 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 47 Wellington St. East; Ottawa, E. M. Lerner & Sons, 11 York Street; British Columbia and Yukon, Kirkland & Rose, 312 Water Street, Vancouver.

SYMINGTON'S SOUPS

One packet of any of the eleven varieties makes a quart of rich, nourishing, and wholesome soup.

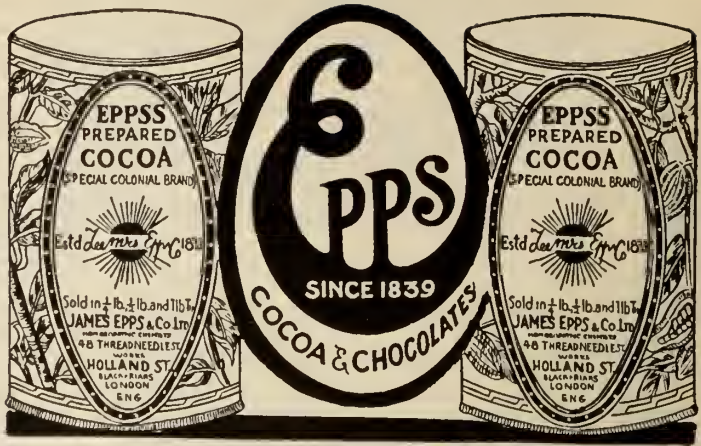
The flavours are distinctive and delightful. Let any home-cook try these fine soups—just once!

Mulligatawny, Green Pea, Lentil, Pea, Celery, Onion, Ox Tail, Scotch Broth, Tomato, White Vegetable, Mock Turtle.

Easy to prepare—put the contents of packet into water—stir—boil—serve.

Canadian Agents:—

Messrs. F. E. ROBSON & CO.
25 Front Street East, Toronto



EPPS COCOA

"THE BEST EVER SINCE 1839"

EPPS COCOA IS MADE FROM THE FINEST SELECTED COCOA BEANS AND BY OUR SPECIAL PROCESS THE HIGHLY NUTRITIOUS BUTTER OR OIL CONTAINED IN THE NATURAL COCOA IS MADE SOLUBLE AND EASY FOR DIGESTION.

We have just received a supply of most attractive advertising matter and samples.

Write to-day—for YOUR share.

SAMPLES AND SPECIAL ADVERTISING FREE

JAMES EPPS & CO., Limited, LONDON, ENG.
25 East Front Street Toronto

Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case	$3.60
Princess Condensed Milk, 4 doz. in case	$4.50
Banner Condensed Milk, 4 doz. in case	$5.25

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East or Halifax. We will prepay freight up to 50c. per 100 lbs.

J. MALCOM & SON
St. George, Ontario

SWISS BELL

TRADE MARK—REGISTERED—

From Canada's Model Canning Plant

And from our own Orchards and Farms

A Large Sanitary Plant

CHOICEST FRUITS AND VEGETABLES

Our factory is situated right in the midst of the famous garden of Canada—gardens and orchards as far as eye can see. Over a thousand acres of the most fertile of all are under our own cultivation, for our personal use in putting up the noted Swiss Bell Canned Goods—Vegetables, Jams and Jellies.

We see that quality goes into the fruit and vegetables from the day the buds come out in the Spring and the seeds are planted until the fruit and vegetables are ready for the table. Only the best of everything goes into the Swiss Bell Products.

Try our Jams, Ketchup, etc.

Bell Fruit Farms, Limited

GRIMSBY, ONT.

Carr & Co's Carlisle Biscuits

have their own distinct following. People who know good biscuits, use good biscuits, demand good biscuits, are the people who buy Carr's Biscuits.

The mere "say so" that you handle Carr's Biscuits puts you into the front rank of a quality salesman.

For prices, etc., write to-day

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn Montreal and Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

D. & J. McCALLUM

PERFECTION SCOTCH

Every dealer knows that these two words represent the finest grade Scotch Whisky made. They represent good round profits and perfect satisfaction to the consumer. McCallum's "Perfection Scotch" wins friends everywhere.

Wm. E. McIntyre, Limited
General Agent
23 Water Street, St. John, N.B.

MASON'S 'O.K.' SAUCE

THE ORIGINAL

As purveyed by appointment to the House of Lords. As supplied to the House of Commons, H.M. Navy & Army, Government Offices and the Leading Hotels and Caterers throughout the World.

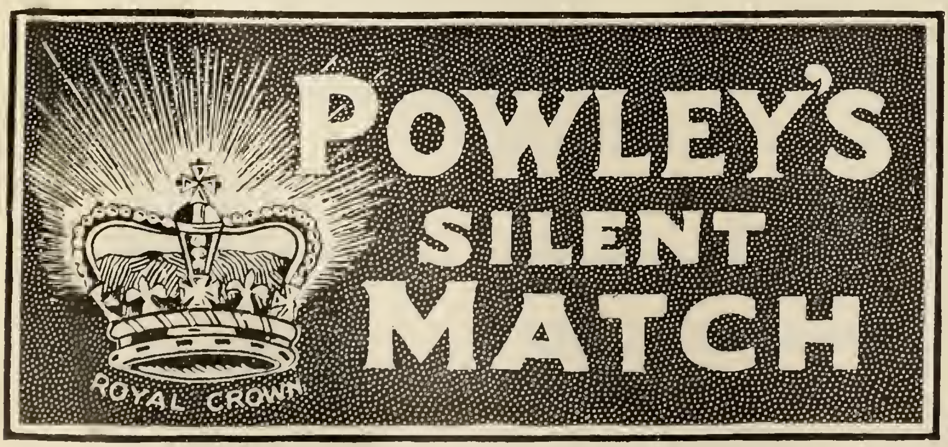
CAUTION—No connection with any firm or company trading in a similar name.

THE MARK OF QUALITY

An introductory size and a certain leader to the larger size. Price **10cts.**

Sole Manufacturers:
GEORGE MASON & CO. LIMITED,
LONDON, ENGLAND.

Represented by:—
The Lind Brokerage Co., 49 Wellington St. E., Toronto.
G. H. Gillespie, 437 Richmond Street, London, Ont.
J. T. McBride, 62 Canadian Life Chambers, Montreal.
Nelson Shakespeare Watkins, Limited, 860-864 Cambie Street, Vancouver.
David Brown, 328 Smith St., Winnipeg, Man.
W. C. Mullins & Co., 25 King St., St. John, N.B.
Fenwick Hendry & Co., Wholesale Distributors, Kingston and District.



POWLEY'S MATCHES ARE GOOD MATCHES

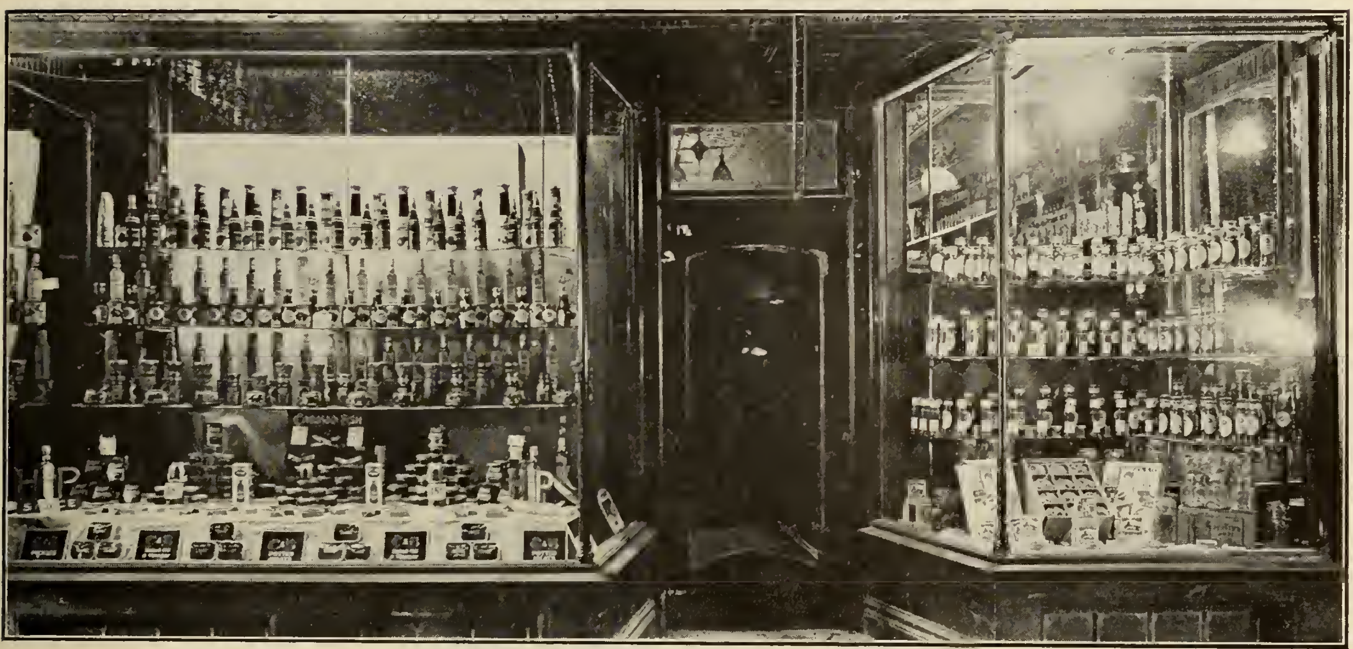
Every Sale will please and bring the customer back for **more.**

Every Sale gives **you 60%** profit

Write or phone for more particulars.

The Geo. Powley Paper Co., Ltd.
62-66 JOHN ST. TORONTO, ONT.

The pull that counts



The "Showall" Pull

The modern grocer is not a believer of stuffed windows He realizes too well the importance of concentration and the pulling power of specialization.

It was on this theory that we planned our new window fixture—the "Showall"—it was this theory (now proven practical) that induced scores of Canadian grocers to install this new and proven fixture. These men to-day are live advocates of the new Showall Window Fixture because it is pulling business steadily and surely. It is paying for itself nearly every month.

Note what one grocer says about the Showall:

THE BEAUTIFUL "SHOWALL" fixture is made of adjustable metal (nickeled) stand with plate glass shelves and forms the basis for a splendid background for any line of goods whatever. It is strong, handsome, neat and gives your displays greater weight and adds pull to your trims.

Drop a card to-day—don't delay.

Repeat orders from the same firms tell the tale.

The Brantford Showall Window Fitting Company

67 WILLIAM ST. BRANTFORD

Every Pound of Anchor Brand Flour

is unconditionally guaranteed

In the milling of **Anchor Brand Flour** the most searching analysis and tests are made to ensure highest and most uniform quality.

Extreme care, watchfulness, integrity, every advantage given by intelligent use of modern equipment together with the choicest Western Spring Wheats form the complement that obtains the highest possible quality flour—**Anchor Brand.**

The dealer who handles this line is quickly found out because the satisfied users advertise the merits of this exceptional flour.

Sells at standard prices everywhere.

Leitch Brothers' Flour Mills, Limited

Millers of Quality

Oak Lake, Manitoba

"HOLLAND RUSK"

the original Dutch biscuit, appetizing palatable, wholesome.

—the biscuit common to the natives of the "Land of Dykes"—the biscuit that has helped make the Dutch race sturdy and long lived, is the biscuit now made in America from the old and original Dutch recipe.

Along with the health-giving properties of this delicious biscuit goes the feature that promotes big sale. The Holland Rusk has widespread uses, being delicious with jelly, marmalade, poached eggs, hot milk, cheese, berries, fresh or canned fruits, roast oysters, etc. Most women know of Holland Rusk and appreciate its usefulness as a healthful diet.

It sells the year round. Send for trial order to your jobber. If he cannot supply you, write us.

Holland Rusk Co.,

HOLLAND, MICH.

Canuck
ROLLED OATS

"The Nations Breakfast"

The slogan of this wholesome food is well chosen, as is shown by its popularity. It is a perfect breakfast food, and conserves human energy and fortifies the system.

Canuck Oats are made from the choicest Canadian grain, in the cleanest mill that modern science can suggest, and by skilled and experienced millers. This scrupulous care makes them much superior to any other brand on the market.

QUALITY
CANUCK
CEREALS

QUALITY
CANUCK
CEREALS

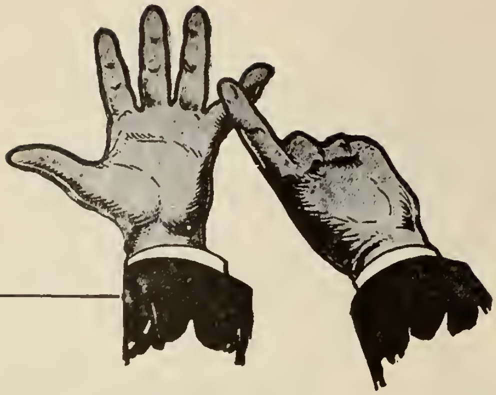
Our Special Offer

We allow you 10 cents discount, at the time of purchase, on every 12 carton case of Canuck Oats. The discount percentage is larger and you have no bother to secure it. This offer is good on all cases purchased before Oct. 31st.

Increase your business and secure satisfied patrons by handling Canuck Oats. Remember, your profits are good.

Order from your wholesaler or direct.

The
Chisholm Milling Co.
Limited
TORONTO, ONT.



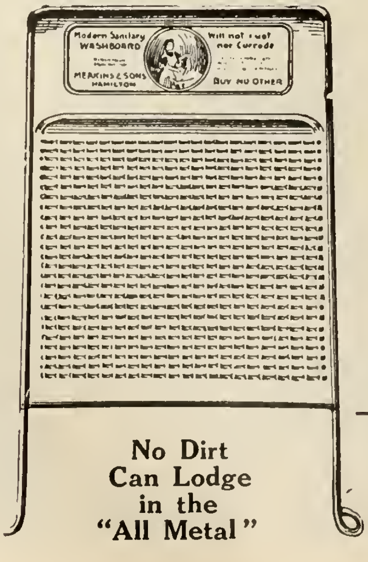
IMPORTANT FACTS

Every one a strong point why up-to-date dealers should handle MEAKINS' SANITARY WASHBOARDS:

1. They are made in one piece, all metal.
2. Do not rust or corrode.
3. Has no parts to get loose to scratch the hands.
4. It will many times outwear the old-fashioned wooden kinds.
5. Dirt has no place to lodge on the all-metal, therefore it is perfectly sanitary.

Meakins & Sons

Hamilton, - Ontario



No Dirt
Can Lodge
in the
"All Metal"

SAVON PUR
GARANTI SANS FRAUDE

"SHELL" BRAND

Castile Soap

("La Coquille")

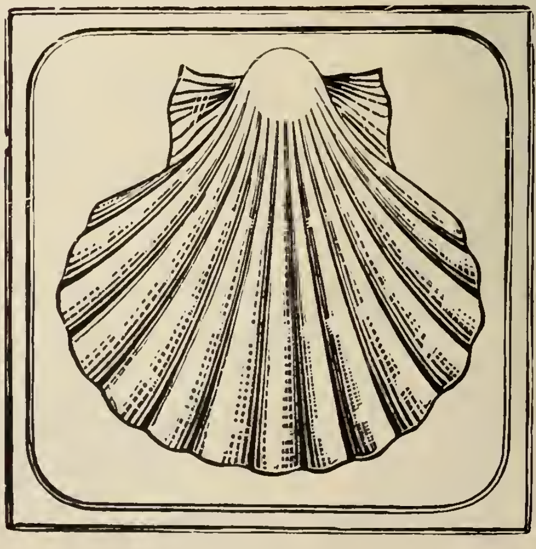
The Standard of Purity
A Pure Oil Soap

Has the largest sale of any Castile Soap in the Dominion. This Soap is especially manufactured by Messrs. Couret Freres, Marseilles, France, for Messrs. Estrine & Co.

For sale by all wholesale houses.

GENERAL AGENTS:

P. L. MASON & CO.
TORONTO



A Table Delight for Old and Young

Jelly, as a sweet at luncheon or dinner, is unsurpassed—if it is Chivers.'

Chivers' Table Jellies

owe their immense popularity to the fact that they are flavored with ripe fruit juices, from the finest fruit obtainable, and are prepared with exquisite care and scrupulous cleanliness. Chivers' Gold Medal Jelly is put up in fourteen distinct flavors, every one a wholesome and delicious table delight.

In these days of careful buying regarding purity, you can sell Chivers' and have a confidence in the sale that it will satisfy the most particular customer. Its excellence of quality will gain many repeats.

STOCK UP—THE PROFIT IS GUARANTEED.

CHIVERS & SONS, LIMITED

FRUIT GROWERS

HISTON CAMBRIDGE - ENGLAND

For samples and quotations apply to the agents :

THE W. H. MALKIN CO., LIMITED
57 Water St.
VANCOUVER, B.C.
(British Columbia and Alberta)

FRANK L. BENEDICT & CO.
45 St. Alexander St.
MONTREAL
(Canada and Newfoundland)

GILMOUR'S

Antiseptic Hand Cleaner

Leaves a Velvety Smoothness, not an Annoying Roughness

Quality has always received our chief attention. Profit, while of importance has been of minor consideration. Does not tear the skin like a number of inferior preparations. The price is a popular one, and the tin being attractive both in style and appearance helps sales. A generous quantity of antiseptic ingredients is in each tin.

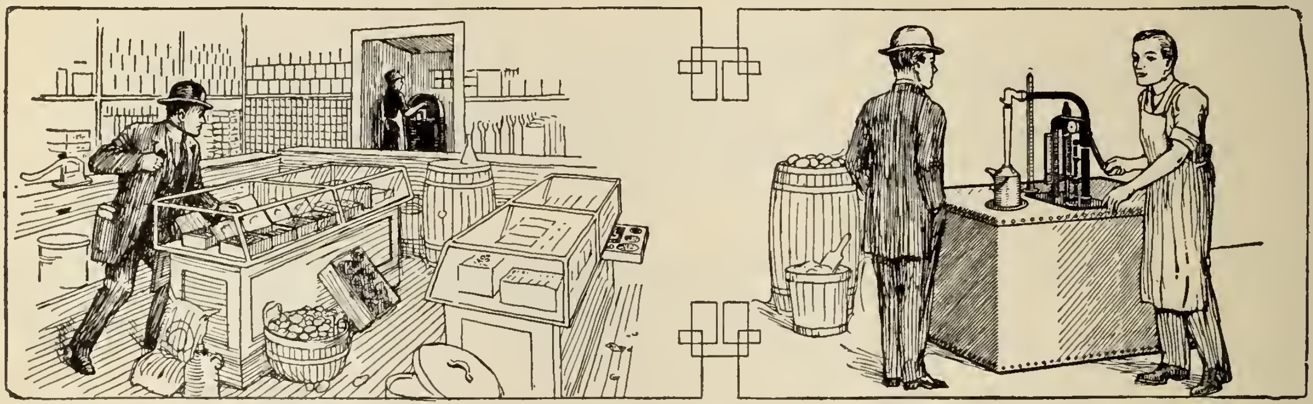
AGENTS

We have already business coming from all parts of Canada, but are ready to give you control of good territory if you write.

Talcum Powder **Talcum Powder**

Here is a paying line. Pound size and also smaller floral varieties. Give it a trial.

THE GILMOUR SOAP COMPANY - MONTREAL



The Bowser Safe Self-Measuring Oil Tank Can Be Kept in a Convenient Part of the Store

because it is clean and there is no dripping of oil to stain the floor or spoil other articles of food. The old style of tank must be kept in the shed or cellar, which necessitates leaving the store to draw oil. The BOWSER is equipped with an automatic cut-off that checks the flow of oil as soon as pumping ceases, and prevents dripping; it does away with the nasty, oily measure and funnel. The Computer shows how much to charge for, and the Float Gauge shows how much oil is left in your tank. In fact, to sell oil in a cleanly and profitable way you need a BOWSER. Write for FREE BOOK full of information about handling and selling oil.

S. F. BOWSER & COMPANY, Inc.

66-68 Frazer Avenue - Toronto, Ont., Canada

Made by Canadian Workmen and Sold by Canadian Salesmen. Sales Offices in all Centres and Representatives Everywhere.

Original patentees and manufacturers of standard, self-measuring hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc.

Established 1885.

They Buy, and Buy, and Buy

Notice
Unique
Distinctive
Shape of
Bottle.

Large
Mouth

Convenient
Screw
Top.

YACHT CLUB SALAD DRESSIN
from the best and purest
and guaranteed
comply with all food laws
Tildesley & Co
YACHT CLUB
TRADE MARK
SALAD DRESSING
AND
COLD MEAT RELISH
UNEQUALLED FOR LOBSTER, SHRIMP, CHICKEN AND ALL SALADS.
PREPARED WITH PURE OLIVE OIL, FRESH EGGS, VINEGAR, STARCH, SUGAR AND SPICES.
None genuine without above Trade Mark and Signature of
Tildesley & Co
DISTRIBUTORS
CHICAGO, ILL.

YACHT CLUB SALAD DRESSING once introduced into the home, stays there the year 'round. Always fresh, delicate in flavor—always pure—always satisfactory.

YACHT CLUB
SALAD DRESSING

On the market 30 years—sold the world over—sales larger every year—steadily and consistently advertised.

An incomparable dressing for vegetable, fruit or combination salads—adds a delicious savour to cold meats or fish—puts a "snappy" tang in cheese and egg dishes—every one of the hundred ways Yacht Club Salad Dressing can be used is a good way.

Your Customers Will Thank You for Your Recommendation of Yacht Club Salad Dressing After They Have Tried It.

Place your orders now for holiday requirements. Every day that housewives are looking for something particularly fine in the way of table supplies—makes new customers for Yacht Club Salad Dressing.

Distributors to the Trade:

W. G. PATRICK & CO., Limited

TORONTO, Ont. **MONTREAL, Que.**

TILDESLEY & CO., 176 NO. MARKET STREET, CHICAGO, Ill., U.S.A.

$OUPS

with dollars in them.

Edwards' Soups are the soups that soon turn into dollars. They're widely and forcefully advertised and they're on the way to being sold the moment you take them out of the case. And customers who buy Edwards' Soups on the strength of the advertising, buy them again and again on the strength of the quality. There's a handsome profit on the sales. Keep a sharp eye on your stock.

EDWARDS' DESICCATED SOUPS

"The Soups with the dollars in them."

Edwards' desiccated Soups are made in three varieties: Brown, Tomato, White. The Brown variety is a thick, nourishing soup prepared from beef and fresh vegetables. The other two are purely vegetable soups.

Write for full particulars of trade terms to

MONTREAL:—Wm. H. Dunn, 396 St. Paul Street.
TORONTO:—W. G. Patrick & Co., Limited, 77 York Street.
WINNIPEG:—W. H. Escott Co., Limited, 181 Bannatyne Avenue.

DISTIL

the leading coffee Essence in Great Britain for over a quarter of a century and awarded 22 prize medals for :: quality. ::

Distil is now gaining in favor and popularity with the coffee drinkers and housewives of Canada because of the rich true Mocha and Java flavor it imparts.

Wherever introduced, dealers immediately find that it has the larger sale. The profits are most interesting. Price $5.80 per case of 4 doz. 5 oz. bottles.

Order direct from
The Harry Horne Co., Toronto
or
Leadley Limited, Winnipeg
Agents wanted for Vancouver, Montreal and St. John. Correspond with The Harry Horne Co.

THE DISTIL MFG. Co. Limited
London, Eng.

The growing taste for Olives

The demand for olives is continually on the increase. And as the trade increases so the dealer's profits increase.

D.W.C. Spanish Olives

allow the dealer the largest profit and give fullest satisfaction to the customer. They are the best selected Spanish Olives packed in carefully prepared brine. They sell at a moderate price.

Insist on getting D.W.C. Olives.

Rowat & Co.

Glasgow, Scotland

CANADIAN DISTRIBUTORS

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Enforced Records Increase Profits

WHEN a printed receipt issued by a National Cash Register is furnished your customers on each transaction, you know positively that your money is properly safeguarded.

The printed receipt going to the customer leaves a duplicate record in your cash register, and enables you to trace the transaction, know who handled it, how much it was, and whether cash, charge, received on account, or paid out.

There is a style and size of National adapted to the needs of your store. Write for information.

The National Cash Register Company

285 Yonge St. - TORONTO

Canadian Factory, Toronto

OXO CUBES

THE FASTEST SELLING SPECIALTY IN THE GROCERY BUSINESS

OXO CUBES are selling by the *millions*. Their success is enormous. They have proved their value to the consumer—and their money-making powers to the dealer. The constant OXO advertising—in newspapers and magazines—has taught the women of Canada the possibilities of these marvellous inventions. To-day, the grocers are reaping the benefits, in the enormously increasing sales of OXO CUBES. Don't confine your buying to the 10c and 25c tins. Stock the 50 and 100 cube tins as well. Hundreds buy these larger sizes and use OXO CUBES regularly for

Soups, Gravies, Hashes, Meat Pies, etc. We'll gladly send you a supply of signs, cards, and window bills.

Corneille David & Co.

Toronto, Montreal, Winnipeg & St. John, N.B.

OXO CUBES

Freshness Purity Cleanliness

are the outstanding features that ensure the unrivalled quality of

"Harvest Brand"

Jams and Jellies, Canned Fruits and Vegetables.

Our large, modern, sunlight factory is located in the midst of the fruit growing district. Our fruits are received "fresh" from the farms and preserved while "fresh."

Only Sanitary Cans are used—no acids—no solder.

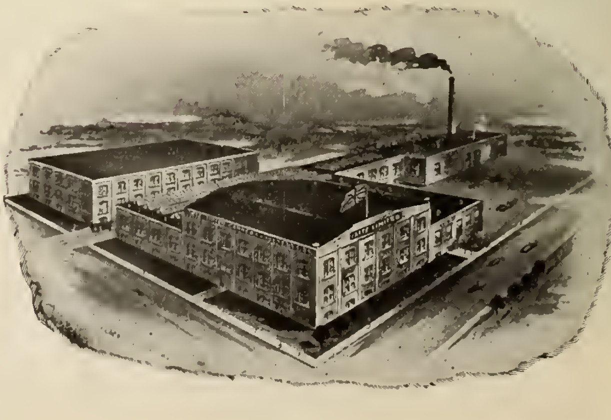
Every Ounce is Pure.

Your customers will appreciate these features — they will come back for more.

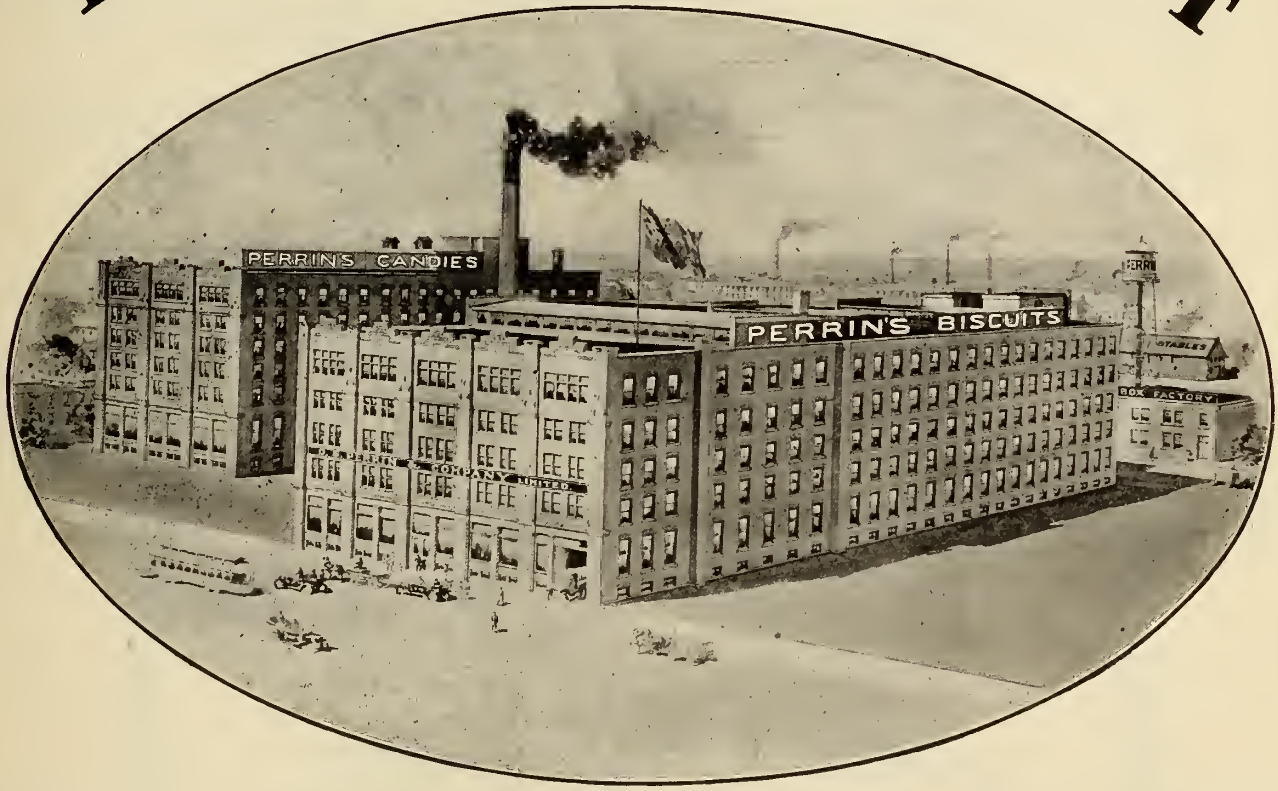
If you haven't been selling Harvest Brand Products to-day is the day to stock up.

Place your order now.

FRETZ, LIMITED
Hamilton Ontario



THE NEW HOME OF



PERRIN'S BISCUITS

LONDON **CANADA**

THE MAGIC OF KNOX GELATINE

KNOX GELATINE quickly and easily produces delicious, wholesome Jellies, Desserts, Puddings, Salads, Ice Creams, Sherbets, Candies, etc., for your customers and good profits for you. Each package makes TWO FULL QUARTS (½ gallon) of jelly and this big moneysworth pleases the consumer.

KNOX SPARKLING ACIDULATED No. 3 package contains an extra envelope of LEMON FLAVOR, ready to use. Extensive and persistent advertising has made KNOX GELATINE well known to the housewife. It will pay you to push its sale because it's a steady, lively seller at all seasons and every sale pays you a good profit.

CHARLES B. KNOX COMPANY
JOHNSTOWN, N.Y.
Branch Factory, Montreal, Canada

BEST INCORRODIBLE
TEA LEAD

ALL SUBSTANCES AND SIZES

Grey & Marten, Limited

City Lead Works, - - Southwark Bridge, London, England

Telegraphic Address: Amalgam, Boroh, London,
Code A.B.C., 5th Edition.

AGENTS:
TORONTO, C. H. Anderson, 50 Front St., East
HALIFAX, Curren Hart & Co., 45, Bedford Row
ST. JOHN, N.B., S. Norman Sancton

Have No Hesitation

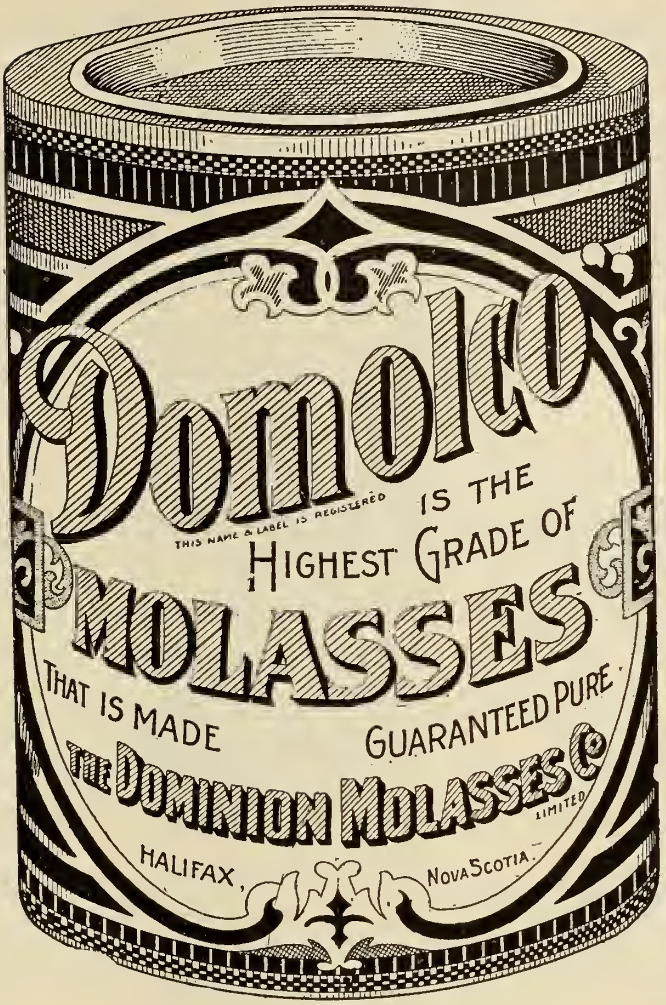
in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS
SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR
SOLE PACKERS
Halifax, - N.S.



More "DOMOLCO," Please—

That's the molasses call that is heard from every side. It's the call at the family table, it's the call at grocery store (where handled). This demand for "Domolco" is "profit music" to the dealer's ear.

DOMOLCO

is the highest grade sugar-cane molasses that is made and is guaranteed PURE. Every package bearing this registered label contains the acme of molasses perfection.

Domolco is the table delicacy of the masses—every progressive dealer should handle.

THE Dominion Molasses Co., Ltd.
HALIFAX, N.S.

SUN AMMONIA

(Sold across Canada)

The Standard of Strength and Purity for 25 years

Sun Liquid	85c doz.	$9.60 gross, delivered.
Sun Powder (10c)	$2.25 case (3 doz.)	$2.00 case (5 cases delivered)
Sun Powder (5c)	$1.35 case (3 doz.)	Less 5% (5 cases delivered)

(Prices East of Winnipeg.)

All wholesalers or direct to Stuart & Foster, Ltd., King and Berkeley Streets, Toronto. Established 1882.

The Ammonia for Particular People

SUN
SUN AMMONIA AND SUNSHINE
AMMONIA
The most Perfect Powdered Ammonia yet Produced
THE STANDARD OF STRENGTH AND PURITY
STUART & FOSTER, Limited
Toronto
Canada

The Polish Discovery—the wonderful

Bon Ton

cream metal polish

- —Remains in solution—**no sediment.**
- —Polishes in **half** the time.
- —Contains **no** acids or injurious chemicals.
- —Greater profits to merchants.

¼ pt. (3 doz. to case), 10c size, doz (counter display boxes).	85c
½ pt. (3 doz. to case), doz.	1.50
Pts. (2 doz. to case), doz	2.50

Polish Sales **Multiply** with Bon To

Used by Grand Trunk Railway Co., Toronto Railway Co., Northern Navigation Co., the Bank of Montreal, and hundreds of large users across Canada.

Wonder-Shine Cleans Without Rubbing

Cut Glass as well as Silver, Gold, Plated Ware

WONDER-SHINE
SILVER CLEANER FOR SILVER AND GOLD
(STERLING AND PLATED WARE)
NO RUBBING NO WEAR
REMOVES TARNISH INSTANTLY
PRICE 25 CENTS
WONDER-SHINE LIMITED INCORPORATED
TORONTO, CANADA BUFFALO, N.Y.

Absolutely guaranteed non-injurious, and saves much disagreeable labor in a home.

The new popular 10c package is a seller.

3 and 6 doz. cases, doz.	.80c
25c size, 1 and 3 doz. cases, doz....	2.00

In counter display boxes, with show cards.

Now is cleaning time.
Counter display boxes are silent salesmen.
All wholesalers, or direct to

STUART & FOSTER, Limited
owning and operating (Wonder-Shine, Ltd.)

COOK'S FRIEND
BAKING POWDER

on the market for over 50 years. Only best quality ingredients used—contains no alum.

If you want your customers to come back and send their friends, give Cook's Friend all the prominence you can.

Ask Your Wholesaler

W. D. McLaren, Limited, Montreal

ADS AND SALES

A Study of Advertising and Selling from the standpoint of the New Principles of Scientific Management.

By Herbert N. Casson.

An Invaluable Book for the Manufacturers, Sales Managers, Salesmen, Etc.

This is the first book which has attempted to apply the principles of Scientific Management to the Problems of Sales and Advertising.

Cloth-bound, Limited Edition, 167 pages.

Sent Postpaid on Receipt of $2 to any Address.

Technical Book Department

MacLean Publishing Co.
143-149 University Avenue, Toronto

A Household Necessity Every Day

Sweeping is a daily practice in most homes. You need but to explain the advantage of using Anti-Dust when sweeping to make it a large selling stock.

Now is the opportune time to stock it. Housecleaning involves an increased amount of sweeping. You can get the business now—and you can keep it all year with Anti-Dust.

The selling points of Anti-Dust Sweeping Powder are: It positively prevents dust from rising and gives carpets and rugs their original color by removing all dirt. It brightens oilcloth and floors, and is the only combined Germicide, Insecticide, Disinfectant Sweeping Powder. When ordering, "Remember the Green and White Tin," the only genuine.

SAPHO INSECTICIDE

Another of the famous line that finds a ready and steady demand in house-cleaning season. You can recommend it highly as the only real demolisher of house insects.

SAPHO INSECTICIDE

With each tin of Insecticide we furnish a spray. It overcomes the trouble of getting into corners; and besides, Mr. Grocer, it clinches all the sales for Sapho. Put in a stock **now.**

Send for Prices of our Different Lines

The SAPHO MFG. CO., Limited

Montreal, Que.

A Thanksgiving Window Dressing Contest

At Thanksgiving practically every grocer makes a special window display. It is a time when there is much feasting and a strong selling window trim means a great deal to the retailer in not only direct results but in permanent advertising. This year the harvest has been good and Thanksgiving should mean much to the live dealer.

CANADIAN GROCER will have a Thanksgiving Window Dressing contest this year. Why not come in on it? You will have a good display. It will mean much to your business. Let it be a help to others. Plan now to surpass your former efforts and to enter it in this contest.

Windows will be judged from the standpoints of Selling Power, Attractiveness and Originality, in the order mentioned.

The competition is open to merchants and their clerks in Canada and Newfoundland.

There will be two classes in the contest—Class 1 and 2 with three prizes in each class.

Winners in each class will receive $5, $3 and $2 respectively, making a total of $20 in prizes.

When the time comes see that your photographer gets you a good picture. Write The Editor now for a page of suggestions on photographing the window in order to eliminate reflections. This will be sent free on request.

THE EDITOR, THE CANADIAN GROCER
143-149 University Avenue
TORONTO

Dealers are busy selling spices and the housewives are busy pickling

The dealer who sells Hugman's Pure English Spices is sure of good profits, large sale and the goodwill of the housewives because Hugman's Pure Spices put the pickling at its best.

HUGMAN'S
PURE ENGLISH
SPICES

They are the very best procurable.

A. W. Hugman, Limited
Montreal

KIT
COFFEE
"Perfectly simple to make
Simply perfect when made"

You are a judge of **good coffee,** and your wife will **appreciate the simple and quick manner in which KIT is prepared**—send now for a free trial bottle—then think about your customers.

AGENTS WANTED.

Messrs. F. E. ROBSON & Co.
25 Front St. E., Toronto.

Please send us a sample of KIT Coffee and selling plan.

Name...... ....

Address..................................

Make Money Out of Baled Waste Paper

Any retail merchant and general storekeeper, large or small, can make money out of

SCHICK'S
All Steel
BALING PRESS

For Waste Paper

It quickly and easily makes bales weighing 150 pounds, measuring 18x20 x33 inches. One boy can operate it in odd times.

And you get two advantages from it—(1) baling waste paper greatly reduces fire risk and often gives you a lower insurance rate; and (2) it fixes it so that you can sell it. There is always a market for baled waste paper.

Write for prices and **Discounts shown in Catalog No. 9.**

DAVENPORT MFG. CO., Davenport, Iowa, U.S.A.

CASH or PARCEL CARRIERS
SAVE TIME & MONEY

Quick Change Means Pleased Customers

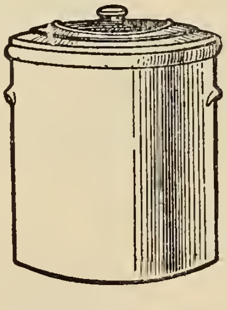
Our guarantee:—We will instal a system of our carriers in your store. After 10 days' test, if they have not proved their superiority to all other makes of store service, we will remove the equipment without cost to you. It will pay you to investigate our modern improved PNEUMATIC DESPATCH TUBES AND ELECTRIC CABLE CASH CARRIERS.

CATALOG FREE

The Gipe-Hazard Store Service Co., Ltd.

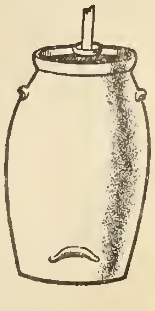
99 ONTARIO STREET TORONTO, ONT.
EUROPEAN OFFICE: 118 HOLBORN, LONDON E.C. ENG.

BELLEVILLE POTTERY CO.



STONEWARE
of
Best Quality
and
FIRE CLAY
PRODUCTS

Mail orders receive prompt attention



BELLEVILLE, - - ONTARIO

ROYAL SALAD DRESSING

Every day is Salad Day.

With the growing popularity of Salads of all kinds, comes the demand for ready prepared Salad Dressing.

ROYAL SALAD DRESSING is the final step in the preparation of a truly good salad. Recommend ROYAL to your particular customers, they will thank you.

Made only by

The Horton-Cato Mfg. Co.

Windsor, Can.

GERMAN-QUALITY-SAUSAGE
J.M. SCHNEIDER & SONS LIMITED
BERLIN, ONT.
TRADE-MARK-REG

German Eagle Brand Products

Now is the best time to start handling

PURE COUNTRY PORK SAUSAGE

Contains nothing but Pork Meat

J. M. Schneider & Sons Limited.

HIGH GRADE GERMAN SAUSAGE
PORK PACKERS

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

When writing advertisers, kindly mention having seen the ad. in this paper.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

- Cultivation and Preparation.
- Commercial Classification and Description.
- Adulteration and Detection.
- Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

It is a Keen

dealer who keeps steadily before him the necessity for dealing in live, dependable, and profit-paying staples.

Of these, one of the foremost is Fels-Naptha Soap—popular with women, reliable, and a quick, steady seller.

OYSTER WEEK IS OCTOBER 20 TO 25

But Don't Wait Until Then to Push Oysters

There is money in oysters every day and YOU should push them from now until the end of the season.

The Oyster Growers and Dealers Association of North America

Will help by furnishing you with free circulars for distribution among your customers, telling them why THEY SHOULD EAT OYSTERS. It will also give you FREE beautiful posters to display in your store and with striking OYSTER WEEK BUTTONS to be worn by you and your clerks during OYSTER WEEK.

Write at once for these to

FRANK W. LAWSON,
Manager Oyster Week Campaign,
Navarre Bldg., St. Louis.

DON'T NEGLECT THIS OPPORTUNITY TO INCREASE YOUR OYSTER SALES.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT ad. in this paper.

The Test of Time

For more than forty years, Electric Paste Stove Polish has met every requirement of thousands upon thousands of critical housekeepers. What more could you ask? Have you tried it yet?

For Sale By All First-Class Jobbers in Canada.

Manufactured only by John Diamond, 458 North Third St., Philadelphia, U.S.A.

WESTERN REPRESENTATION

Close personal attention from day to day—a knowledge of the Western market, gained from years of experience—a connection built by straightforward dealing with wholesaler and retailer—this is the service we are giving our principals.

We do not accept agencies for lines which conflict with those we already represent. Some lines, however, we can add. One of these may be yours. We solicit correspondence.

H. P. PENNOCK & CO., LIMITED
WINNIPEG

Wholesale Grocery Brokers and Manufacturers' Agents

Sell the Genuine "Old Country" Quality Fruit Products---Cairns'

The fresh, natural taste of the ripe, luscious fruit, as in the Cairns products, delights the most fastidious tastes, including that of Royalty.

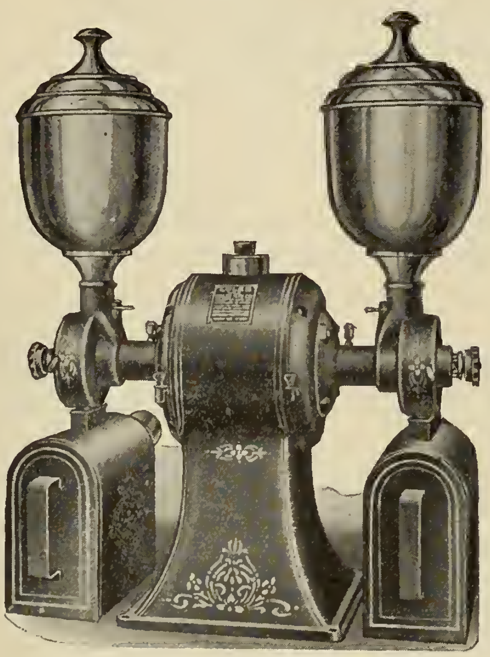
Dealers of quality goods find Cairns' Jams, Jellies and Marmalades most excellent sellers. Order your Fall supply now.

We have supplied the tables of their late Majesties Queen Victoria and King Edward, and are now catering to King George V. by special command.

Alexander Cairns & Sons
PAISLEY SCOTLAND

Canadian Agents:
SNOWDON & EBBITT, Montreal, Quebec
NELSON, SHAKESPEARE, WATKINS, Ltd.
Vancouver, B.C.

More Than Ever in a Class by Itself



One of our 12 new models. Wouldn't it be a good idea then to look into the Coles? It ranks with the best and meets your price.

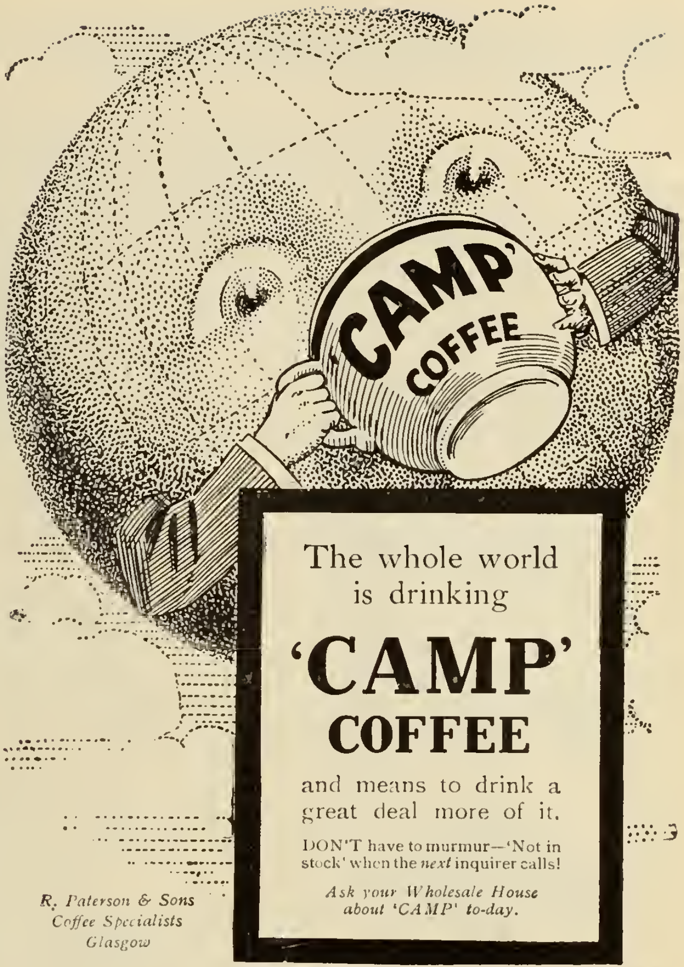
26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.

1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.



The whole world is drinking

'CAMP' COFFEE

and means to drink a great deal more of it.

DON'T have to murmur—'Not in stock' when the *next* inquirer calls!

Ask your Wholesale House about 'CAMP' to-day.

R. Paterson & Sons
Coffee Specialists
Glasgow

Elgin Brand

THE CHEESE WITH THE FLAVOR.

Our stock of Old Canadian Cheese was properly made, which is the first point. It is properly cured, which is the main point, and every order means a repeat order.

Our Elgin Brand Pure Pork Sausage and other pork products are just as carefully looked after.

For convenience let us send you one of our post card order books.

We are also open to receive your consignments for cold storage.

The St. Thomas Packing Co.
LIMITED

Pork Packers and Provision Merchants, Pork, Pork Products and Beef, Butter, Eggs and Cheese.

ST. THOMAS, ONT.

Wholesale Branches at Windsor and London, Ont.
Let us send you one of our Post Card Order Books.

B. CANNON & Co., Ltd.
LINCOLN, ENGLAND

PURE GELATINES

Stocks:-Toronto, Montreal, New York.

SOLE AGENTS

FINEGAN & ELLIS
506 Board of Trade Bldg.
TORONTO

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Brantford Cold Storage Co.
LIMITED
Wholesale Produce Merchants
If you are in need of
HONEY
In any quantity write us for quotations
BRANTFORD, ONT.

Wire us for prices on Currants. We represent Mr. C. Ceroni, one of the best and most reliable packers in Greece.

W. H. MILLMAN & SONS
Wholesale Grocery Brokers
Toronto, Ont.

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents
and Importers
77 York St. - Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Morrow and Company
39 Front St. E., Toronto
Cereals
We buy and sell rolled oats, oatmeal, rolled wheat, pot and pearl barley, split peas, cornmeal, white beans, wheat breakfast food, etc.,

When writing advertisers, kindly mention having seen the ad. in this paper.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
LTD.
Wholesale Grocery Brokers & Manufacturers' Agents,
WINNIPEG
We solicit accounts of large and progressive manufacturers wanting live representatives.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
Saskatoon - Western Canada

Eastern Manufacturers Limited
Manufacturers' Agents,
Saskatoon, Saskatchewan.
Cover Northern Saskatchewan completely. The jobbing trade in Saskatoon, Yorkton, North Battleford and Prince Albert is visited daily. We want to represent you in this large and growing territory.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER and MANUFACTURERS' AGENT.
Trade Established, 15 Years
Domestic & Foreign Agencies Solicited

HOLLOWAY, REID & CO.
Cor. Vermillion Ave. and 5th St.
EDMONTON - ALBERTA
Importers and Manufacturers' Agents
We specialize in Biscuits and Candies
We are still open for a few good Agencies

The
Condensed Ad.
page
will interest you

WESTERN PROVINCES—Continued.

NORTH-WEST SPECIALTY CO.
Manufacturers' Agents
Cover Saskatchewan completely. All large centres visited monthly. Open for agencies for all kinds of Store Fixtures and Specialties. Warehousing facilities.
Suite 109, Willoughby-Summer Block,
Saskatoon, Saskatchewan.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

RUTTAN & CHIPMAN
WHOLESALE GROCERY BROKERS
and
MANUFACTURERS' AGENTS
Fort Garry Court, Main Street.
Winnipeg - Canada

SIMPSON PRODUCE CO. Winnipeg Man.
Will be pleased to discuss with agents or manufacturers of Bakers', Butchers' or Grocers' specialties, the introduction of their lines to the Prairie Provinces—we go direct to the trade or through the Jobbers.
Dealers in High Class Produce and Provisions.
Simpson Produce Co. 248-252 Princess St.
Winnipeg, Man.

LEADLAY LIMITED
332 Bannatyne Ave.,
Winnipeg, Man.
Grocery Brokers & Importers.
"Eiffel Tower Lemonade."
"Foster-Clarkes Cream Custard."

Manufacturers' Agents and Brokers' Directory

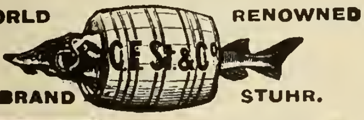
(Continued.)

BRITISH COLUMBIA.

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
352-6 Cambie St., Vancouver, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

O'Loane, Kiely & Co., Ltd.
WHOLESALE GROCERY BROKERS
CANNED GOODS, DRIED FRUITS, ETC.
CANNED SALMON A SPECIALTY
We cover British Columbia and Alberta
Head Office - - Vancouver, B.C.
Reference : The Bank of Montreal.

The CAMPBELL BROKERAGE CO.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street . Vancouver B. C.



STUHR'S
GENUINE CAVIARE,
ANCHOVIES IN BRINE
(Salted Sardels).
In Tins and Glasses.
"Please ask for our offer"
C. F. STUHR & CO., HAMBURG.

OAKEY'S
The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.
'WELLINGTON'
KNIFE POLISH
JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.
Wellington Mills, London, England

NEWFOUNDLAND.

The CHAMBERLAIN-DOWNEY Company, Limited.
Wholesale Jobbers & Manufacturers' Agents.
Grocery, Confectionery and Tobacco Specialties.
Correspondence solicited on Domestic and Foreign Lines.
TRACKAGE AND WAREHOUSE,
1214 Homer Street, Vancouver, B. C.

E. O. CORNISH
COMMISSION AGENT
Canned Goods a Specialty
821 Pender St. W., Vancouver, B.C.

McCANN & LANGFORD
Winch Building Victoria, B.C.
Manufacturers' Agents and Commission Brokers.
We can give special attention to a few good agencies. Anything we handle we push
References: Bradstreets, Royal Bank, Union Bank.

T. A. MACNAB & CO.
ST. JOHN'S NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

OUR GUARANTEE
If this polish damages your customer's piano, we'll pay for the piano. That's why live Grocers everywhere stock it. It sells, repeats, and brings new faces to a store.

Prestolene
(TRADE MARK)

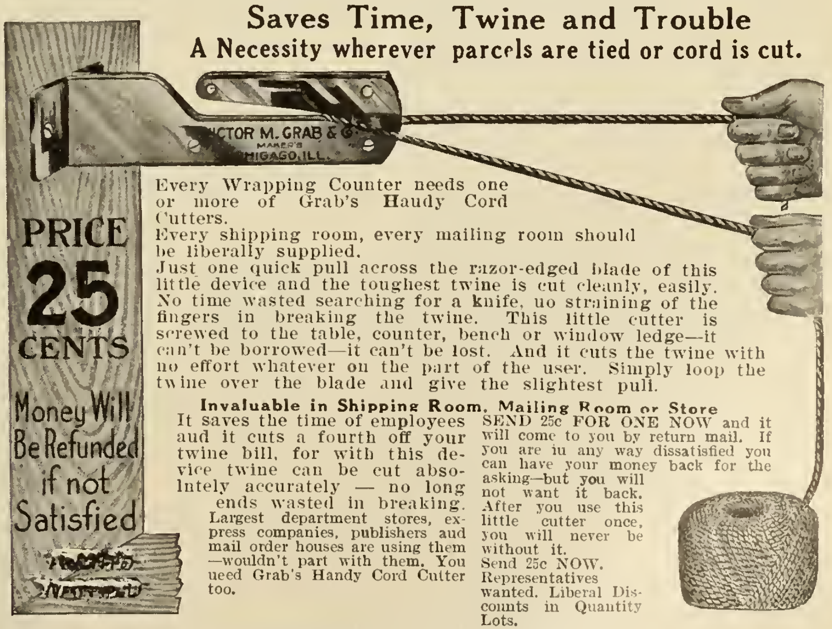
THE PERFECT POLISH FOR PIANOS, FURNITURE AND ALL GLOSSED SURFACES

The International Specialty Co.
The PRESTOLENE People, Bridgeburg, Ont.

Order from your jobber, or The Harry Horne Co., 309 King W., Toronto. Leadlay, Limited, Bannatyne Ave., Winnipeg, Man.
Every package carries above guarantee in detail. Our travellers carry unique propositions.

GRAB'S HANDY CORD CUTTER

Saves Time, Twine and Trouble
A Necessity wherever parcels are tied or cord is cut.



Every Wrapping Counter needs one or more of Grab's Handy Cord Cutters.
Every shipping room, every mailing room should be liberally supplied.
Just one quick pull across the razor-edged blade of this little device and the toughest twine is cut cleanly, easily. No time wasted searching for a knife, no straining of the fingers in breaking the twine. This little cutter is screwed to the table, counter, bench or window ledge—it can't be borrowed—it can't be lost. And it cuts the twine with no effort whatever on the part of the user. Simply loop the twine over the blade and give the slightest pull.

Invaluable in Shipping Room, Mailing Room or Store

It saves the time of employees and it cuts a fourth off your twine bill, for with this device twine can be cut absolutely accurately — no long ends wasted in breaking. Largest department stores, express companies, publishers and mail order houses are using them—wouldn't part with them. You need Grab's Handy Cord Cutter too.

SEND 25c FOR ONE NOW and it will come to you by return mail. If you are in any way dissatisfied you can have your money back for the asking—but you will not want it back. After you use this little cutter once, you will never be without it.
Send 25c NOW.
Representatives wanted. Liberal Discounts in Quantity Lots.

VICTOR M. GRAB & COMPANY
870 Ashland Block, Chicago, Ill.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word,

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

TO LET

TO LET—IN HAMILTON, ONT., A FIRST-class dwelling, store and meat shop in choice location. Apply Geo. Austen, 97 Main St. West, Hamilton.

WANTED

AGENT WANTED IN EVERY TOWN IN Canada. Make money spare time and evenings. Write now. Lock Box 120, Davenport, Iowa.

WANTED—CAPABLE MANAGER TO TAKE charge of grocery store employing about 45 hands. Give full particulars and experience, character, age, state wages expected and written copy references. F. G. Freeze, Drawer 449, Calgary.

SPECIALTY SALESMAN WANTED — TO handle all kinds of fancy grocery lines either on salary or commission. Box 34, Canadian Grocer, Toronto.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro', Ont., solicits your orders.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor, either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

MODERN FIREPROOF CONSTRUCTION — Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St., West, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating connter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto tf

FIRE INSURANCE, INSURE IN THE HARTFORD. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00 and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St. W., Toronto, Canada.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

BUSINESS-GETTING TYPEWRITTEN LETters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St., Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice street, Toronto.

MOORE'S NON - LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

Agency wanted for the sale of Ontario Peas, Beans; also canned fruit, evaporated apples for the Toronto, Montreal and Halifax markets. By established broker, first-class references given.

Apply Box 35,
Canadian Grocer.
143 University Ave., Toronto.

IT'S PURE

Tell the Trade

MAPLEINE

is listed in Westfield's Book of Pure Foods.

Order of Your Jobber, or Frederick E. Robson & Co., 25 Front St. E., Toronto, Ontario.

Mason & Hickey, 287 Stanley St., Winnipeg, Man.

The Crescent Mfg. Co.
SEATTLE, - WASH

CIGAR EXCELLENCE
BEN BEY

10 Cents Worth of Delight

Your customers will appreciate your stocking this leader. Not only look good in the case but smoke good. Give them the best.

Write us or ask your jobber.

Ed. Youngheart & Co., Limited
MONTREAL

A Dainty Line for Dainty Customers

Pascall's

ENGLISH

"Dainty" Chocolates

½ lb. and 1 lb. boxes

Demand increasing daily

AGENTS—

Toronto: C. H. Cole
122 Wellington St. West.
Winnipeg: Ruttan & Chipman, Fort Garry Court.
Vancouver: C. & J. Jones.
New Brunswick: J. E. Angevine, Hampton

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.
Edmonton, Alta.
Halifax, N.S.
London, Ont.
Ottawa, Ont.
St. John, N.B.

Vancouver, B.C
Hamilton, Ont.
Montreal, Que.
Quebec, Que.
Toronto, Ont.
Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO

Buyers' Guide

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples.

Ingersoll, - - - - Ontario

Established 1886.

EGG FILLERS

12-DOZ. EGG CASES

The Trent Mfg. Co., Limited

Trenton, Ontario, Canada

COMTE'S COFFEES

The profits please the dealer. The quality pleases the customers.

We want more agents. Write.

Augustin Comte & Co., Limited

P.O. Box 2963, MONTREAL

FRUIT PULPS

Bitter Oranges and Peels

F. KESSELL & CO. 7-8, The Approach

London Bridge, London Eng.

GRATTAN & CO., LIMITED

ESTD. 1825

The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada

EMERSON, BAMFORD CO.

842 Cambie Street VANCOUVER, B.C.

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

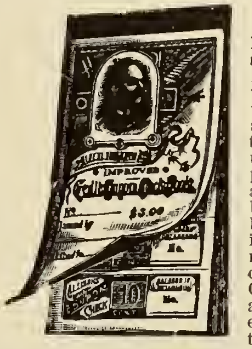
TORONTO, ONT. GEO. J. CLIFF, Manager

Credit Selling and Getting the MONEY!

Credit business is as good as cash trade if you can get your money promptly. The customer who is slow in paying can be put on what is practically a cash basis through the use of

ALLISON'S COUPON BOOKS

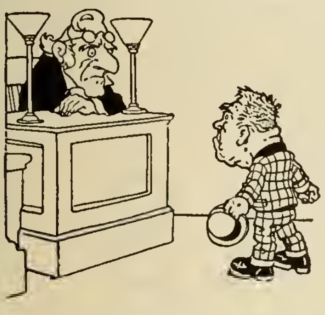
Just give him a $10.00 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.00; no trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10.00 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.



Manufactured by

ALLISON COUPON CO.,

Indianapolis, Indiana U S.A.



No Charge Anyway!!!

No Charge Before The Judge—
Don't Bring Them There

No Charge **Unless We Collect**—
We Don't Ask A Cent

That's our proposition. As straight as can be. As safe as the Bank of England.

Send us your accounts. Get references first. We have rounded up the "dead ones" for others.

LET US PUT LIFE INTO THOSE BAD DEBTS

Nagle Mercantile Agency, Westmount, Montreal, Que.

SUCHARD'S COCOA

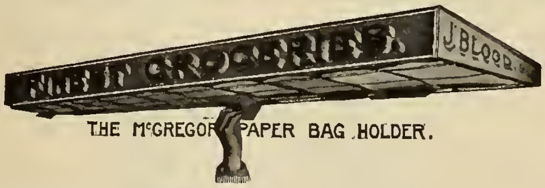
The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.


GROCERIES
J. BLOOD
THE McGREGOR PAPER BAG HOLDER.

HOLDS EVERY SIZE BAG FROM ¼ TO 10 LBS.

hangs right above the counter ready for use. Saves time, space and waste in bags. No hole punching or any extra trouble whatsoever, simply lay the bags in their respective compartments. Quicker service a certainty. No up-to-date store should be without one.

Selling Agents for Canada:
KILGOUR BROS.
21-3 Wellington St. W., Toronto

O. P. McGREGOR
Patentee and Manufacturer
411 Spadina Ave., Toronto

BUY

STAR BRAND

Cotton Clothes Lines

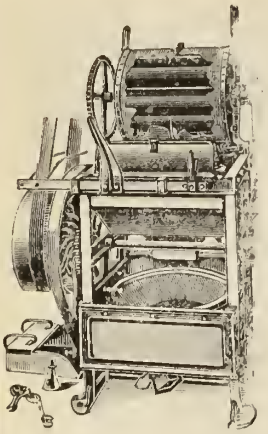
AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM



Complete Equipment for Modern Grocery and Allied Trades

As Installed in most of the Leading Houses in the United Kingdom

COFFEE ROASTERS (8 Types, 50 Sizes, 2oz. to 1000 lbs. Capacity).

MODERN TEA SIFTING, CUTTING and BLENDING MACHINES.

COMPLETE RANGE OF HIGH CLASS GRINDING MILLS.

THE IMPROVED CURRANT AND SULTANA CLEANER, ILLUSTRATED, GREATLY ENHANCES THE APPEARANCE AND VALUE OF THE FRUIT.

New 1914 Catalogue of all Specialities Free on Request. Mention GG. Dept.

GROCERS' ENGINEERING & WHITMEE LIMITED

COLE STREET SWAN STREET LONDON, S. E.

THE

Perfection Preserve Company

Established over Half a Century

Long Lane, LONDON, S.E.

PARIS 1912

De Luxe

Imperial Pickles

and Sauces

1912.

GRAND PRIX

NOW REPRESENTED BY—

FRANK BENEDICT & CO.

Craig St., MONTREAL.

C. O. Genest & Fils

Sherbrooke, P.Q.

Wholesale Dealers In:—

Lard
Flour
Grain
Provisions
Tea
Kerosene
Coal Oil
Sugar
Molasses
Rice
Canadian Leaf Tobacco, etc.

BUY

"Redona" and "Matador"

SHELLED

ALMONDS

The most popular amongst the Grocery and Confectionery Trades

COSMELLI & COMPANY

Packers and Shippers of the well-known Red "C" and Red "B" Fruit Pulps.

Monument Buildings, London, England

John Duncan & Co.

Montreal

TEAS

of all grades from every tea producing country in the world.

Ask us for Samples.

ZIP HAND CLEANER

The first hand soap manufactured in Canada. It's a funny thing if you have never heard of it! Better stock the original.

ZIP contains a more generous supply of glycerine than any other.

ZIP costs more per tin to make than any other, yet we are satisfied to have it retail at

10c—Good Value—10c.

The Zip Mfg. Company, - Sutton, P. Q.

AGENTS:—R. E. Boyd & Co., Montreal; The Harry Horne Co., Toronto; Leadley & Company, Winnipeg; A. Francois Turcot, Quebec, Que.; C. O. Genest & Fils, Sherbrooke, Que.

BLACK JACK

QUICK
CLEAN
HANDY

¾-lb. tins—
3 doz. in case

TRY IT

SOLD BY
ALL
JOBBERS

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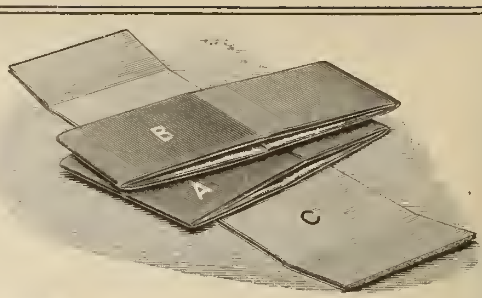
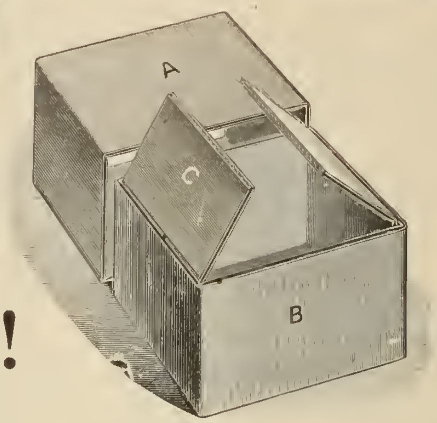
Our Style
No. 75



Knocked
down



Set up

"SAY SMITH!

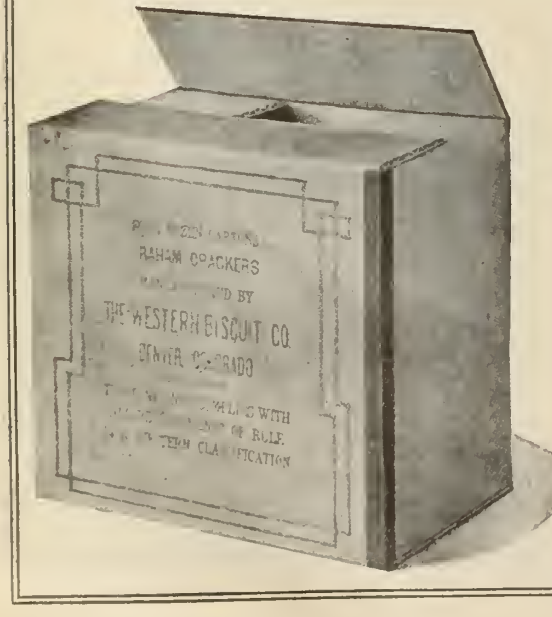
Do you know there is hardly a mail opened up here but we get letters commenting on the way our goods are received at the other end of the line—no matter how we ship, express or freight.

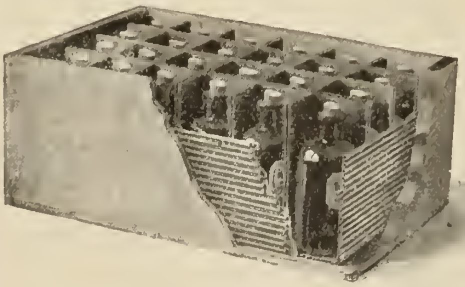
You certainly played a trump card when you suggested, I might say almost insisted on **T & N FOLDING CELLULAR BOARD BOXES.**

They certainly are easier for you to handle, take up less room than those old fashioned wooden boxes. I guess we'll call this experiment a success all right.

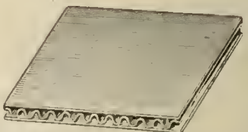
Too bad we hadn't tried them out before. I'm going to write for the T & N catalogue; there may be other sizes or styles we'll need before long."

The Thompson & Norris Co.
***of* Canada, Limited**
NIAGARA FALLS, Ont.
Brooklyn, N.Y. Boston, Mass. Brookville, Ind.
London, England. Julich, Germany.





This illustration shows the corrugated partition packing for the shipment of bottles, etc.



Cellular Board, double faced, corrugated, made by T & N special process.

The Thompson & Norris Co.
of Canada, Limited
Niagara Falls, Ontario
Send further particulars :
Name ....
Address ....
C.G.

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Woodruff & Edwards 83
Woods & Co., Walter 176
Wiley, Frank H. 202
Whittemore Bros. & Co. 65
Zip Mfg. Co. 206

Don't read this

Without Grasping the Idea that
we are selling on a
MAIL ORDER BASIS

We specialize on supplying
REPEAT ORDERS FOR LOOSE LEAF SYSTEMS
at a saving of **15** Per Cent
below what you have
been paying.

A COMPLETE RETAIL LOOSE-LEAF OUTFIT

FOR $20 NET

(points West of Winnipeg $21)

Express prepaid to any part of Canada

Get our price for the Sheets or Binders that you use and then compare with your last invoices and be convinced of the saving.

We have in stock every style of Sheet or Binder sold by any other firm.

Special Forms and Binders made to your order for every purpose.

We also do Lithographing, Embossing, Photo Engraving, Printing, Catalogues, Pamphlets, Folders.

THE MORTIMER Co. LIMITED.
OTTAWA

Montreal Office:
303 St. James Street

Toronto Office
705 Confederation Life Bldg.

Sterling BRAND

Products of Canada's Largest Pickle Factory

Buying and producing in large quantities enables us to get the pick of the pickle market—our Salting Stations in the better producing sections of Ontario have the selection of the crops.

Thus with this large system of production behind the "Sterling" lines we can sell better to the dealer and the dealer can sell better to his customers and at the same time make a good profit.

Other "Sterling" lines are Catsup, Sauces, Chow-Chow, Relishes, Jams, Extracts, Raspberry Vinegar, Fruit Juices, Crushed Fruits, Mincemeat, Etc.

"Sterling Brand" goods are attractive on display and appeal to the eye. They moreover, appeal to the taste when once used.

As the Yuletide season advances, dealers should put in a good stock of **"Sterling" Mincemeat**—the ideal Christmas delicacy.

The T. A. LYTLE CO., Limited

STERLING ROAD, TORONTO

FOR

PURITY, QUALITY, DELICACY

AND

NUTRITIVE POWER

There is Nothing to Equal

THIS IS THE 1,349th ISSUE OF

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII. PUBLICATION OFFICE: TORONTO, OCTOBER 17, 1913 No. 42

THE SIGN OF BEACON BRAND

A STITCH IN TIME

The old saying means nothing more nor less than doing the right thing at the right time.

At a cost of $10,000 the Government made a special exhibit of fish and oysters to the Canadian Public. It was the newest and one of the most interesting things at the 1913 Canadian National Exhibition. A million people were surprised and educated as to the qualities of fish and oysters as food.

This was an enormous amount of free advertising for the retailer who handles fish and oysters. It is bound to affect your business favorably if you do your part. It remains for you to meet the demand created. And don't allow your competitor to skim the cream.

To do this successfully you must have the best.

But you have no time to make a special study. You need guaranteed goods. As Fish and Oyster specialists we looked after a portion of the exhibit. Our "Beacon Brand" goods were prominent. Our specialization and our brands protect your quality. Our exclusive position allows us to follow and inspect the fish and oysters from the water to your store.

"Beacon Brand" is the highest attainment of quality. They are not haphazard. They are the logical outcome of specialization.

It has paid our customers well. It will pay you.

Send a card to-day. It will bring our price lists and interesting information.

The F. T. James Co., Limited

Proprietors "Beacon Brand"

29 Church St., TORONTO

THE GREAT INTERCHANGEABLE FIXTURE

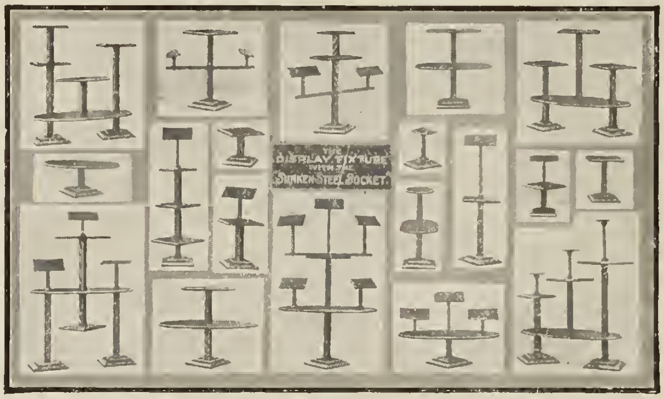
(Patented in United States and Foreign Countries)

The Fixture With "The Sunken Steel Socket"

ONKEN YOUNITS
THE
INTERCHANGEABLE
WOOD
WINDOW DISPLAY FIXTURES

There Are *No* Screws Screwing Into Wood

Sent on 30 Days' Trial (***See Note Below.***)



Some Sample Groupings Made with Set No. 20
For Grocery Store Window Trimming

Above shows in a very small way a few of the different groups and fixtures that can be made with the assortment of YOUNITS. In each case the fixtures are ABSOLUTELY RIGID and will hold all the merchandise placed on them. The fixtures are put together as you want them, either high or low or wide or narrow, in other words you put together a fixture just as you require it, and this is done very quickly, and remember you do so WITHOUT THE AID OF A TOOL; NOT EVEN A SCREW DRIVER.

Set No. 20	Large enough for two windows and inside store use. 89 YOUNITS	$35.00
Set No. 20½	Large enough for one window and inside store use 50 YOUNITS	$21.00
Set No. 114	Large enough for two windows and inside store use. 152 YOUNITS	$32.50
Set No. 114½	Large enough for one window and inside store use. 88 YOUNITS	$18.50

Send for Catalog. **F.O.B., Hamilton, Ontario, Canada.**

There are 89 parts of YOUNITS that constitute the set No. 20 ONKEN Interchangeable Wood Window Display Fixture YOUNITS. All YOUNITS are made of thoroughly Kiln dried oak, and all metal parts are of cold rolled steel; all YOUNITS are accurately machined so they will fit right, and are interchangeable. When a number of YOUNITS are set together, they form a fixture that is positively RIGID and STRONG. With these 89 YOUNITS you can make HUNDREDS of standard and odd window display fixtures and easily more than 500 window trims, never making any two trims alike. The 89 YOUNITS are put up in a HARDWOOD HINGED-LID STORAGE CHEST. (Oiled Finish).

Finish Made of select oak in three stock finishes. Weathered, Golden or Antique Oak, in a soft, mellow, waxed finish.

Storage Chest Each set is put up in a hardwood, hinged-lid storage chest (oiled finish). A place to keep the unused YOUNITS.

Book of Designs A beautiful book of photographs showing large sized trims made with ONKEN YOUNITS sent FREE with each set.

Shipments Made at Once. Every Set Guaranteed Absolutely.

Order Through Your Jobber or Direct. Satisfaction guaranteed, or you can return the set within 30 days and we will pay the return freight.

THE OSCAR ONKEN CO. 788 4th Ave., CINCINNATI, OHIO, U.S.A.

A Message from Overseas

¶ There is no better factory in the world adapted solely to the production of Macaroni and similar pastes than that of Felix Codou in Marseilles, France. Every modern appliance is there — it is scrupulously clean—the original has been enlarged several times to meet the steadily increasing demand from particular people. And dealers who handle the Codou delicacies appreciate this demand because it means steady profits.

Codou's

Macaroni, Vermicelli, Spaghetti, Fancy Letters

are the specialties produced—each one has a national reputation for high quality.

Taganrog Russian Wheat is used exclusively—the wheat that yields the BEST results—the wheat that is peculiarly adapted to the desired purpose. "Codou's"—that is the name to think of when the best is wanted.

ARTHUR P. TIPPET & COMPANY
AGENTS
Montreal - - Toronto

NO EXPENSE BETWEEN DRINKS

Instantaneous Electric Water-Heater.

A money-maker for Small Stores, Restaurants, Lunch Counters or Hotels, where drinks are dispensed.

Can be attached to any electric light socket.

Much cheaper to operate than old style urns.

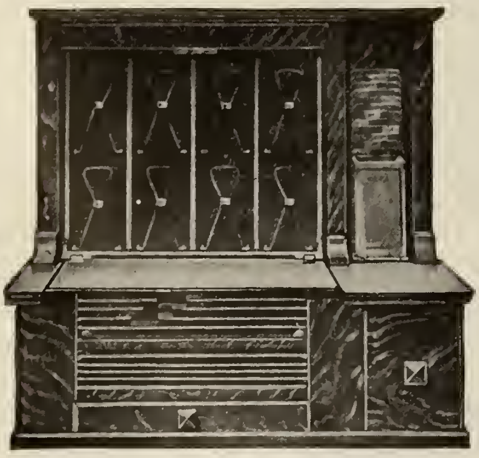
Water boils in 45 seconds.

Capacity 3 quarts.

J. J. McLaughlin Limited

Toronto **Edmonton**

The Barr Account Register Is Invaluable For Collections—Take It Into Your Business As "My Silent Partner"



BECAUSE the merchant will have protection for himself by always knowing how each account stands.

BECAUSE the merchant's last credit sale to customer is always a complete record of the customer's account to date.

BECAUSE the merchant may know with every purchase how nearly the customer has reached his limit of credit.

BECAUSE the merchant has fewer bad accounts and avoids arguments and disputes with his customers.

BECAUSE the merchant has more satisfied customers which increases trade and makes more money and greater profits.

BECAUSE the merchant saves bookkeeping, avoids mistakes, saves time—and time is money.

Make up your mind to install the **Barr Account Register.** You could not make a better investment—and the sooner you do so the better for your business—and you.

WRITE TO-DAY FOR MORE INFORMATION.

Barr Registers Limited, Trenton, Ont.

B. CANNON & Co., Ltd.
LINCOLN, ENGLAND

PURE GELATINES

Stocks:-Toronto, Montreal,
New York.

SOLE AGENTS

FINEGAN & ELLIS
506 Board of Trade Bldg.
TORONTO

SYMINGTON'S SOUPS

are just ideal where nourishment and warmth and ease of preparation are valued.

Contents of one packet make a quart of rich, nourishing soup, a plateful of which, with bread, offers a delicious, sustaining meal

There are eleven varieties—each distinctive, each delightful

Mulligatawny, Scotch Broth, White Vegetable, Lentil, Pea, Tomato, Ox Tail, Green Pea, Celery, Onion, Mock Turtle

Agents:

F.E. ROBSON & CO.
25 Front St. E.
Toronto

BORDEN'S CONDENSED MILK CO.
EAGLE BRAND
Trade Mark of Borden's Condensed Milk Co.
GAIL BORDEN
EAGLE
BRAND
By which their Preserved Milk will hereafter be designated and for additional protection against imposition each label will bear the signature.
Gail Borden
BORDEN'S CONDENSED MILK CO.
NEW YORK U.S.A.

No hunting goods display is complete without condensed milk. Be sure Borden's range of milk products is included in your display. Borden's are the "leaders of quality."

Borden Milk Co., Limited
"Leaders of quality"
MONTREAL
Branch office: No. 2 Arcade Building
Vancouver, B.C.

Do you sell real tomato catsup?

To sell a real genuine tomato catsup like the E.D.S. Brand is decidedly more profitable to you than selling a questionable brand. When selling the better catsup the customers are more than satisfied—they eat more and buy more.

E.D.S. Catsup is absolutely pure. Made from whole, ripe, sound tomatoes, best spices and granulated sugar.

No preservative or artificial coloring used whatsoever.

Get your business on the higher *quality* plane and your sales will forge ahead.

E. D. Smith & Son, Ltd.

WINONA, ONT.

AGENTS: NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N. S.; J. GIBBS, Hamilton.

E D S

FANCY PEAS

You can make a far better margin of profit by selling the finer grades such as "Aylmer" Sweet Wrinkle Peas.

Aylmer Sweet Wrinkle Peas cost very little more than Standards this year.

In order to encourage the consumption of the finer grades—call the attention of your customers to Aylmer Sweet Wrinkle Peas.

Dominion Canners, Limited
HAMILTON

White Swan

"Surity of Purity"

Benefit yourself by stocking and pushing goods of guaranteed merit. Good profits and a quick turn-over are two of the many excellent reasons why you should sell and recommend White Swan Specialties.

"Surity
of
Purity"

Order from your wholesaler or direct.

White Swan Spices & Cereals Limited, Toronto

Length, 425 feet. Height, 115 feet. Depth, 120 feet.
Capacity: 200,000 Barrels a year.

THE FRONTENAC BREWERIES, the finest, largest and best equipped in Canada

Convinced that the time has come for Canada to possess a large, modern Brewery, equipped for the production of beer to equal the best imported beers—a group of Canadian business men—after devoting three years of study and effort — helped by experts and with large Capital at their disposal—have erected and equipped the monumental brick, steel and cement brewery buildings, located opposite Mile End Station—which will be known as

THE FRONTENAC BREWERIES

This model Brewery, in charge of expert brewers, now produces

FRONTENAC BEER

The Peer of the best imported Beers. Domestic in price—Imported in quality.
Frontenac Beer on sale October 21st.

THE FRONTENAC BREWERIES LIMITED, MONTREAL

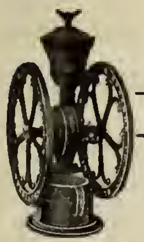
A ROYAL TEA HOUSE

U. K. TEAS are put up mixed and black, in ½ pound packets; each case contains 30 lbs. Terms 30 days. Delivered in lots of 3 cases.

30 cent quality will cost you	22 cents
40 cent quality will cost you	27 cents
50 cent quality will cost you	31 cents

In one sense this may be said to be a Royal Tea House. The United Kingdom Tea Company, Ltd., London, England, hold Warrants of Appointment to H.M. King George V., and H.M. Queen Alexandra, H.R.H. the Duke of Connaught, and others of the Royal Family; and are, likewise, Tea Merchants to both the House of Lords and House of Commons. The Company's tea is regularly supplied in the hotels and restaurants of the London and North Western Railway Company, the Great Western Railway Company, the Great Northern Railway Co., and the Great Eastern Railway Co., in upwards of three thousand other hotels and institutions, in numerous clubs, colleges, schools and hospitals, and to many of the canteens and messes of the Army, as well as to thousands of customers all over the world. The directors are Messrs. C. E. Ayshford, C. V. Henderson, and J. H. Morphew, and the continued success of the house is primarily due to these gentlemen, supported, as they are, by a picked staff, like themselves, of practical men. A long list of gold medals and awards carried off at great exhibitions attest to the value of the Company's output. There are branches at Dublin and Bombay, and Continental depots at Paris, Vienna, Berlin, Milan, Bucarest, and Galatz, whilst agencies exist in almost every part of the civilized world.

Kirkwood & Sons **176 Dupont St., Toronto**



It costs nothing to consult one of the jobbers who handle

ELGIN NATIONAL COFFEE MILLS

Let them tell you why your's should be an ELGIN NATIONAL

Write to-day for illustrated catalog:

MONTREAL—The Canadian Fairbanks Co. (and branches).
TORONTO—Eby, Blain, Ltd.; R. B. Hayboe & Co.
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour & Co.; Dearborn & Co.
WINNIPEG—Blue Ribbon, Limited (and branches); the Codville Co. (and branches).
REGINA, Sask.—Campbell, Wilson & Strathdee, Ltd.
SASKATOON—Campbell, Wilson & Adams, Ltd.
EDMONTON, Alta.—The A. MacDonald Co.
CALGARY—Campbell, Wilson & Horne, Ltd., and P. D. McLaren, Ltd.
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelly, Douglas Co., Ltd.; Empress Manufacturing Co.

Made by

Woodruff & Edwards Co.

Elgin, Ill., U.S.A.

Banner Brand Jams

Genuine goodness in jams and jellies is the quality that induces customers to come back again and again.

If the deliciousness is there the dealer need not worry about the sales and profits.

Banner Brand Jams are as pure as fresh ripe fruit, pure apple jelly and the best granulated sugar can make them.

Put up in 2, 5 and 7-lb. gold lacquered tin pails, 30-lb. wood pails and 12-oz. glass jars.

New season's fruits now ready. Write us or get in touch with our nearest representative.

LINDNERS LIMITED

340 Dufferin St., **TORONTO**

Phone Parkdale 2985

REPRESENTATIVES:

The Amos B. Gordon Co., Toronto; Watt, Scott & Goodacre, Montreal; H. D. Marshall, Ottawa, Ont.; C. A. Munroe, St. John, New Brunswick; W. H. Lyne Usher, Halifax, Nova Scotia and Prince Edward Island; H. Donkin & Co., Vancouver; W. L. McKenzie & Co., Edmonton and Regina; Western office at Winnipeg.

If it's CUSTOMERS you want, Sir—

You certainly want H.P. SAUCE to bring them in

in many ways H.P. is unique, its flavor is unique, its deliciousness is unique, its value is unique—it makes customers—it makes business—it makes profits—

WHY NOT SELL IT?

W. G. Patrick & Co., Limited, Toronto, Montreal, Winnipeg and Vancouver.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Limited, Birmingham, Eng.

H.P. SAUCE

"Rideau Hall" Coffee

Old coffee drinkers will soon tell you that "Rideau Hall" coffee is the finest they have ever tasted. Send for trial order and get some of your coffee-drinking friends to pass judgment on it. It is the result of long experience in coffee blending—it is the coffee triumph of an expert.

Comes in one-pound and 25c tins.

Gorman, Eckert & Co., Limited
LONDON, ONTARIO
Western Selling Agents, Mason & Hickey, Winnipeg

Repeat - order Soups

Edwards' Soups are repeat - order soups. They are soups that please the grocer because they sell so quickly, soups that please the customer because they are so good. Edwards' Soups mean a brisk turnover because they are widely advertised and because your customers use them in the kitchen practically every day.

EDWARDS' DESICCATED SOUPS

The soups with the dollars in them?"

Edwards' desiccated Soups are made in three varieties :—Brown, Tomato, White. The Brown variety is a thick, nourishing soup prepared from beef and fresh vegetables. The other two are purely vegetable soups.

Write for full particulars of trade terms to

MONTREAL—Wm. H. Dunn, 396 St. Paul Street. (*For Quebec & Maritime Provinces*)
TORONTO—W. G. Patrick & Co., Limited, 77 York Street. (*For Ontario and British Columbia*). **WINNIPEG—W. H. Escott Co., Limited, 181 Bannatyne Avenue** (*For Prairie Province*).

Recommend "Cow Brand" Soda to the Housewife

Whether she is a housewife of many or few moons she will appreciate the absolute reliability of this famous soda. It is pure, of great strength and the pronounced favorite of cooks everywhere.

Fill up your stock—Your jobber has it.

CHURCH and DWIGHT
Limited
Manufacturers
MONTREAL

"SOVEREIGN"

QUALITY BRAND QUALITY

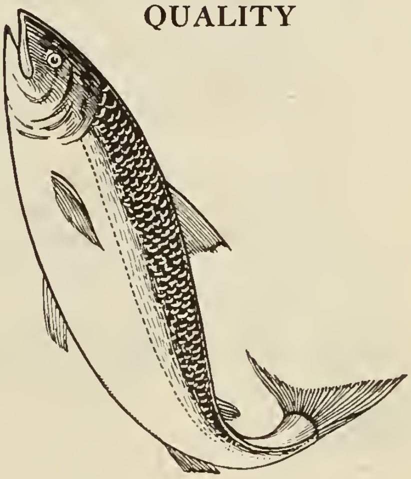
SALMON

QUALITY—NOT PRICE THAT SELLS

IT IS IMPORTANT THAT
RETAIL GROCERS
SHOULD STOCK

"SOVEREIGN" SALMON

Thereby assuring a strong and healthy competition among first class standard brands.



Anglo B.C. Packing Co., Ltd., Vancouver, B.C.

"FINEST GRADE OF SOCKEYE SALMON."

Wholesale Grocers

to the Western Trade

Located at the six most central points our wholesale houses are enabled to serve the entire west promptly and well.

We are manufacturers of the Royal Shield Brand, which represents the highest of perfection in the several lines — teas, coffees, baking powder, jelly powder, extracts, etc., and is sure guide to better profits, better service and better quality for your patrons.

Campbell Bros. & Wilson, Ltd.
Established 1882
WINNIPEG

Campbell, Wilson & Horne, Ltd.
CALGARY, EDMONTON & LETHBRIDGE

Campbell, Wilson & Strathdee, Ltd.
REGINA

Campbell, Wilson & Adams, Ltd.
SASKATOON

Wholesale Grocers and Importers

(Manufacturers of Royal Shield Goods)

MODERN GROCERY EQUIPMENT

Adds an air of distinction to your store —and

ATTRACTS TRADE.

The "Walker Bin" System

will save 25% of your floor space and also of your expense for skilled salesmen.

Is this worth your consideration?

We manufacture the best in show cases and refrigerator counters.

Write now for illustrated catalogue and estimates.

Walker Bin & Store Fixture Co.,
LIMITED
WALKER PATENTED BINS
Berlin, Ontario

REPRESENTATIVES:
Manitoba: Watson & Truesdale, Winnipeg, Man.
Northern, Sask.: North-West Specialty Co., Saskatoon, Sask.
Southern Sask. and Alta.: J. N. Smith, Box 695, Regina, Sask.
Vancouver: Western Plate Glass Co., 318 Water St.
Montreal: W. S. Silcock, 33 St. Nicholas Street.
Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.B.
WALKER PATENTED BINS

BUY
"Redona" and "Matador"
SHELLED

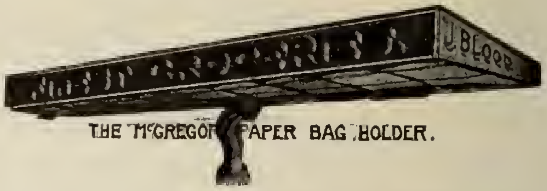
ALMONDS

The most popular amongst the Grocery and Confectionery Trades

COSMELLI & COMPANY

Packers and Shippers of the well-known Red "C" and Red "B" Fruit Pulps.

Monument Buildings, London, England



THE McGREGOR PAPER BAG HOLDER.

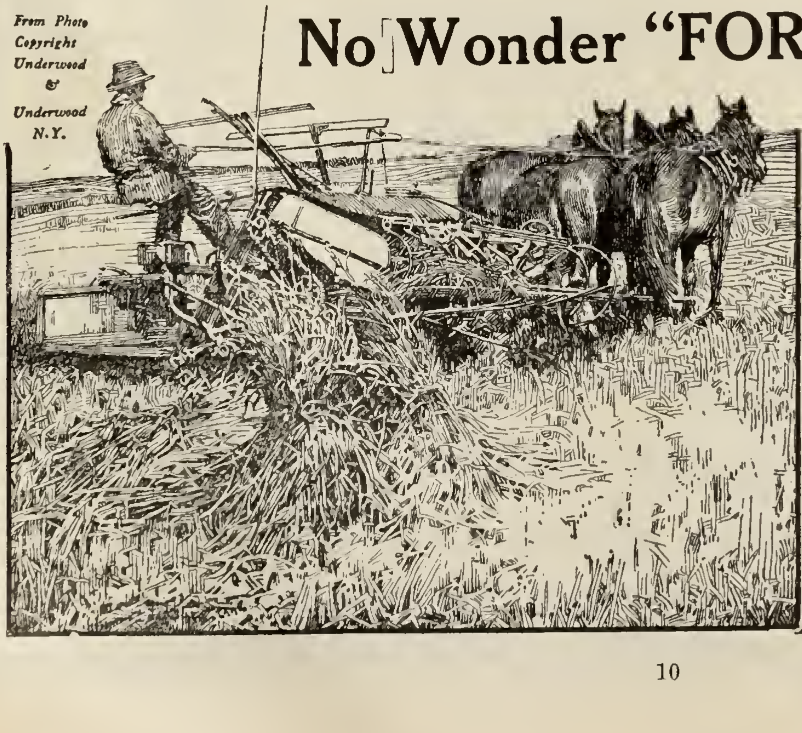
HOLDS EVERY SIZE BAG
FROM 1/4 TO 10 LBS.

hangs right above the counter ready for use. Saves time, space and waste in bags. No hole punching or any extra trouble whatsoever, simply lay the bags in their respective compartments. Quicker service a certainty. No up-to-date store should be without one.

Selling Agents for Canada:
KILGOUR BROS.
21-3 Wellington St. W., Toronto

O. P. McGREGOR
Patentee and Manufacturer
411 Spadina Ave., Toronto

From Photo Copyright Underwood & Underwood N.Y.



No Wonder "FORCE" is so delicious

We pick the finest grades of *whole wheat* for "FORCE." We cook each grain with barley malt and roll it into a thin, crisp flake. No wonder people keep coming back for MORE!

"FORCE"
TOASTED WHEAT FLAKES

Made by THE H-O COMPANY, Hamilton, Ont.

FIGURE IT OUT

MR. GROCER---

How many cans of CLARK'S PORK AND BEANS can you sell for every one you sell of other brands? How much more profit, therefore, can you make by handling

Clark's Pork and Beans

**SELL
WITHOUT EFFORT**

**SAVE
YOUR TIME**

**INCREASE
YOUR BUSINESS**

and give you the all-important reputation of keeping

ONLY THE BEST

W. CLARK, - MONTREAL

Gorman, Eckert Co., Ltd.

OLIVES

For quality of pack and beauty of package are unexcelled.

They add a tone to a Grocer's shelf.

Can be had from your wholesaler.

WESTERN DISTRIBUTORS

Mason & Hickey

Winnipeg

Branches — Regina, Saskatoon, Calgary, Edmonton

Thousands of Dollars FOR YOU!

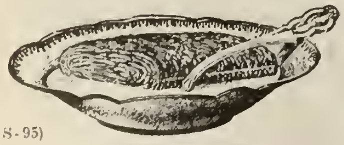
We are spending thousands of dollars every year to make consumers of

SHREDDED WHEAT BISCUIT

and that makes business for you. Some of this goes into sampling, the rest into magazines, newspapers, street cars and other forms of advertising. Shredded Wheat is the one universal staple breakfast cereal — always clean, always pure, always the same.

Shredded Wheat is packed in neat, substantial wooden cases. The empty cases are sold by enterprising grocers for 10 or 15 cents each, thereby adding to their profits on Shredded Wheat.

The Canadian Shredded Wheat Company, Limited



Niagara Falls, Ont.

Toronto Office:

49 Wellington St. East

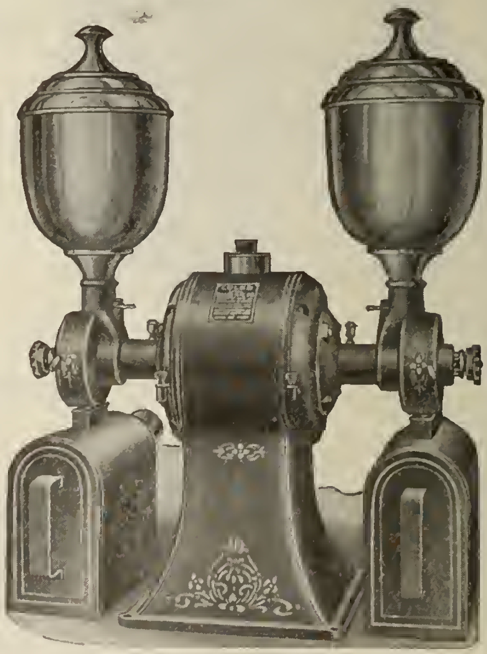
S-95)

More Than Ever in a Class by Itself

One of our 12 new models. Wouldn't it be a good idea then to look into the Coles? It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



COLES MANUFACTURING CO.

1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

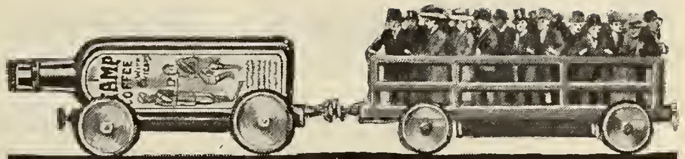
IT PAYS!

to push GIPSY Stove Gloss. Get a customer to try GIPSY; she will come back for more, and tell her friends where she bought it. GIPSY users are satisfied customers; and this satisfaction leads to sales of other good things you stock, besides

GIPSY Stove Gloss

HARGREAVES' (Canada) Limited
33, Front Street, E. TORONTO.

Western Agents: For Manitoba, Saskatchewan and Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon: Creeden & Avery, 118 Homer Arcade, Vancouver, B.C. Ask your jobber!



'CAMP' COFFEE

Pulls the Customers:

Let it pull them your way. The public like 'Camp' because of its fine flavour, and because it is simple and quick to prepare. For these reasons 'Camp' is frequently taken in preference to any other beverage, and at times when coffee isn't customary.

Thus, 'Camp' has a powerful 'pull' to the shopkeeper's advantage. 'Camp' carries a substantial profit—don't miss your share of the big trade in 'Camp.'

Makers: R. Paterson & Sons. Ltd., Coffee Specialists, Glasgow.

Pure Malt Vinegar Sauces and Pickles

PURNELL'S
PURE
PICKLES
Prepared in our Specially Brewed Pure Malt Vinegar by Purnell & Panter
Bristol London & Manchester

As surely as trade follows value so surely does business follow the dealer who stocks

PURNELL'S

Malt Vinegar, Sauces and Pickles

Agents in all centres.

Purnell & Panter Limited
BRISTOL, ENGLAND
QUALITY TELLS ALL ALONG THE LINE.

RED RIDING HOOD BRAND

5 lb. SLIP TOP CAN

5 lb. SLIP TOP CAN

Samples and Prices from

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta—W. H. Dunn, 396 St. Paul Street, Montreal.
Toronto—Lind Brokerage Co., 47 Wellington St. E.
Ottawa—E. M. Lerner & Sons, 11 York Street.
British Columbia and Yukon—Kirkland & Rose, 312 Water Street, Vancouver.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The servioe department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Brantford Cold Storage Co.
LIMITED
Wholesale Produce Merchants
If you are in need of
HONEY
In any quantity write us for quotations
BRANTFORD, ONT.

Wire us for prices on Currants. We represent Mr. C. Ceroni, one of the best and most reliable packers in Greece.

W. H. MILLMAN & SONS
Wholesale Grocery Brokers
Toronto, Ont.

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents
and Importers
77 York St. - Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

The
Condensed Ad.
page
will interest you

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
LTD.
Wholesale Grocery Brokers & Manufacturers' Agents,
WINNIPEG
We solicit accounts of large and progressive manufacturers wanting live representatives.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
Saskatoon - Western Canada

Eastern Manufacturers Limited
Manufacturers' Agents,
Saskatoon, Saskatchewan.
Cover Northern Saskatchewan completely. The jobbing trade in Saskatoon, Yorkton, North Battleford and Prince Albert is visited daily. We want to represent you in this large and growing territory.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE
BROKER and MANUFACTURERS' AGENT.
Trade Established, 15 Years
Domestic & Foreign Agencies Solicited

When writing advertisers, kindly mention having seen the ad. in this paper.

W. H. Escott Co., Ltd.
Wholesale
Grocery Brokers
181-183 Bannatyne Ave.
Winnipeg, Canada
Branches Covering
All the Wholesale Centres in the West

WESTERN PROVINCES—Continued.

NORTH-WEST SPECIALTY CO.
Manufacturers' Agents
Cover Saskatchewan completely. All large centres visited monthly. Open for agencies for all kinds of Store Fixtures and Specialties. Warehousing facilities.
Suite 109, Willoughby-Summer Block,
Saskatoon, Saskatchewan.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
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Domestic and Foreign Agencies Solicited.

H. G. SPURGEON
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Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

RUTTAN & CHIPMAN
WHOLESALE GROCERY BROKERS
and
MANUFACTURERS' AGENTS
Fort Garry Court, Main Street.
Winnipeg - Canada

SIMPSON PRODUCE CO. Winnipeg Man.
Will be pleased to discuss with agents or manufacturers of Bakers', Butchers' or Grocers' specialties, the introduction of their lines to the Prairie Provinces—we go direct to the trade or through the Jobbers.
Dealers in High Class Produce and Provisions.
Simpson Produce Co. 248-252 Princess St.
Winnipeg, Man.

LEADLAY LIMITED
332 Bannatyne Ave.,
Winnipeg, Man.
Grocery Brokers & Importers.
"Foster-Clarkes Cream Custard."

Manufacturers' Agents and Brokers' Directory

(Continued.)

BRITISH COLUMBIA.

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
352-6 Cambie St., Vancouver, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

O'Loane, Kiely & Co., Ltd.
WHOLESALE GROCERY BROKERS
CANNED GOODS, DRIED FRUITS, ETC.
CANNED SALMON A SPECIALTY
We cover British Columbia and Alberta
Head Office - - Vancouver, B.C.
Reference : The Bank of Montreal.

The CAMPBELL BROKERAGE CO.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street . Vancouver B. C.

STUHR'S
GENUINE CAVIARE,
ANCHOVIES IN BRINE
(Salted Sardels).
In Tins and Glasses.
"Please ask for our offer"
C. F. STUHR & CO., HAMBURG.

OAKEY'S
The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.
'WELLINGTON'
KNIFE POLISH
JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.
Wellington Mills, London, England

NEWFOUNDLAND.

The CHAMBERLAIN-DOWNEY Company, Limited.
Wholesale Jobbers & Manufacturers' Agents.
Grocery, Confectionery and Tobacco Specialties.
Correspondence solicited on Domestic and Foreign Lines.
TRACKAGE AND WAREHOUSE,
1214 Homer Street, Vancouver, B. C.

E. O. CORNISH
COMMISSION AGENT
Canned Goods a Specialty
821 Pender St. W., Vancouver, B.C.

McCANN & LANGFORD
Winch Building Victoria, B.C.
Manufacturers' Agents and Commission Brokers.
We can give special attention to a few good agencies. Anything we handle we push
References: Bradstreets, Royal Bank, Union Bank.

T. A. MACNAB & CO.
ST. JOHN'S NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references.
Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

When writing advertisers, kindly mention having seen the ad. in this paper.

COCO-BUTTER
At last the proper article discovered 100% pure. No odor. Never goes rancid. Vegetable Fat. More economical than Butter or Lard for all Cooking Purposes. Agents Wanted.
Colonial Coco-Butters, Limited, Montreal

A Few Dollars More a Week

makes a big difference in your yearly income.

Have you ever thought how you might add to your weekly salary without interfering with your regular work?

Will you let us solve this problem for you?

So far this year, we have shown seventy-five enterprising and ambitious clerks how to make $5.00 a week more during their spare hours. They will each make this additional salary every week this year, and longer should they wish.

If you would like us to show you, write to-day.

This is genuine.

THE MACLEAN PUB. CO.
143-9 University Ave., Toronto

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you.
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia.
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

are a simple but effective remedy in all forms of headaches—a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation —Nervine Powders—is rapidly winning its way.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—
Name ....
With (Name of firm) ....
Street ....
City or town ....Prov..........

JAPAN TEAS

FURUYA & NISHIMURA

JOHN DIAMOND

458 NORTH THIRD STREET, PHILADELPHIA, U.S.A.

MANUFACTURER OF

Shoe Blackings
Shoe Dressings
Laundry Blues
American Stick Blue
Stove Polishes
Inks, Mucilage and "Ink-Out"
Pure Petrolatum Pomades
Electric Paste Stove Polish

FOR SALE BY ALL FIRST CLASS JOBBERS IN CANADA

The Contents Will Stand the Test

Examine the contents of a jar of our jams and jellies and note the fresh, clean, natural smell of the carefully prepared fruits. This, however, is but a slight indication of the unvarying purity of

CAIRNS' SCOTCH JAMS

They have made their reputation for quality among Royalty and the best trade of the country. It pays you to sell the best goods—in jam let it be *Cairns'*.

We have supplied the table of Their late Majesties Queen Victoria and King Edward, and are now catering to King George V., by special command.

Alexander Cairns & Sons

PAISLEY - - - SCOTLAND

Canadian Agents
SNOWDON & EBBITT, Montreal, Quebec. Agents for British Columbia:
NELSON, SHAKESPEARE, WATKINS, LTD., Vancouver, B. C.

St. Lawrence Granulated

The best Sugar made 100% Pure Cane Sugar. Have you handled our 20 lb. and 25 lb. cotton bags? Neat and handy packages.

POWLEY'S SILENT MATCH

ROYAL CROWN

POWLEY'S MATCHES ARE GOOD MATCHES

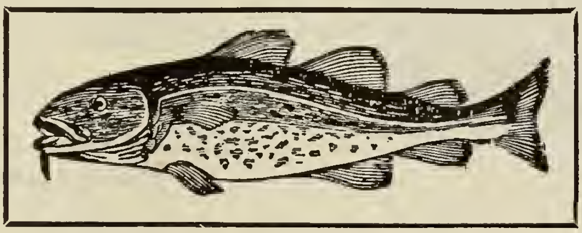
Every Sale will please and bring the customer back for **more.**

Every Sale gives **you 60%** profit

Write or phone for more particulars.

The Geo. Powley Paper Co., Ltd.
62-66 JOHN ST. TORONTO, ONT.

Weather has been a little warmer of late. Still fish, especially **Ocean Brand North Atlantic Products,** have been moving freely.



Ocean Brand Haddies, Kippers, Bloaters, Fillets, stimulate sales in great shape. They are so rich in appearance, so delicate in taste.

For fish of all kinds ask us.

North Atlantic Fisheries Limited, Montreal

We have a fine fish book and five signs for you,

Tartan BRAND

THE SIGN OF PURITY

"TARTAN Salmon is the highest grade of fish packed. If you want a real trade winner, book up with our travelers for Fall delivery at the lowest price issued in many years.

TARTAN Brand Fruit and Vegetables as far as packed are the finest we ever opened.

Our travelers have full particulars of all fall goods, Mediterranean Fruits, etc.

TARTAN Brand Spices, Extracts, Jelly Powder manufactured by us of highest quality. Full assortment of Wagstaffe's Jam and Imperial Golden and Silver Grain Vinegar.

When in a hurry for goods, 'phone us and experiment with us. We are the original "quick shippers."

BALFOUR, SMYE & CO., Wholesale and Manufacturing Grocers **HAMILTON**

PURE STRAWBERRY JAM
CHIVERS' QUALITY

We are in a position to protect you for your requirements in Strawberry and other Jams, either immediate or future delivery, and can supply you with CHIVERS' QUALITY.

Do not buy the first jam offered you, thinking you will not be able to secure your supplies. We can protect you, and besides guaranteeing delivery we can save you money and give you CHIVERS' Quality.

Our bookings are quite heavy owing to the complete satisfaction given by CHIVERS' goods in the past. Get in touch with our travellers or write us direct and take advantage of our SPECIAL 1913 INTRODUCTORY OFFER ON CHIVERS' LINES.

FENWICK, HENDRY & CO.
Manufacturing Wholesale Grocers
KINGSTON, ONTARIO

The Home of

"Harvest Brand"
Canned Fruits, Vegetables, Jams and Jellies

Located as we are in the heart of the fruit and vegetable growing district enables caring for the fruit and vegetables the day they are taken from the vines. This, coupled with a sanitary way of handling goods by skilled workmen and by the use only of steam jacketed copper preserving kettles, accounts for the high standard of "HARVEST BRAND" GOODS.

PLACE YOUR ORDER NOW.

FRETZ, LIMITED
Hamilton Ontario

ADS AND SALES

A Study of Advertising and Selling from the standpoint of the New Principles of Scientific Management.

By Herbert N. Casson.

An Invaluable Book for the Manufacturers, Sales Managers, Salesmen, Etc.

This is the first book which has attempted to apply the principles of Scientific Management to the Problems of Sales and Advertising.

Cloth-bound, Limited Edition, 167 pages.

Sent Postpaid on Receipt of $2 to any Address.

Technical Book Department

MacLean Publishing Co.
143-149 University Avenue, Toronto

SALADA CEYLON TEA Last week we sold in Ontario alone:— SALADA CEYLON TEA

109,122 lbs. of "SALADA"

This is more than one-half of all the tea consumed in Ontario in the same time.

During the same week we sold in Quebec and the Maritime Provinces

40,134 lbs. of "SALADA"

This is equal to fifteen hundred chests of tea, and is one week's output in Canada alone.

In 1911 our increased sales over 1910 amounted to

1,090,589 lbs.

In 1912 our increased sales over 1911 amounted to

1,223,437 lbs.

This year our increased sales for the first forty-one weeks over the corresponding period of 1912 amounted to

801,263 lbs.

Can any reasonable person doubt the quality of "SALADA"? Is there any possibility of the "SALADA" business growing in this manner, after being before the public for twenty years, without superior quality being its foundation?

We can only judge of the future by the past.

"SALADA"

LONDON, ENG.	NEW YORK	BUFFALO	TORONTO	MONTREAL	BOSTON	CHICAGO	DETROIT
41 Eastcheap	100 Hudson St.	11 Terrace	32 Yonge St.	St. Paul St.	34-35 S. Market St.	361 N. River St.	Shelby Block

SALADA CEYLON TEA Branches also in Pittsburg and Philadelphia SALADA CEYLON TEA

No Bitter Flavor To These

When you hear a housewife complain that the mustard is bitter you can rely upon it that it is neither

COLMAN'S or KEEN'S MUSTARD

IN SQUARE TINS

They are always uniform in quality and flavor and of superior strength. The trade demands the best; these brands supply it.

Magor, Son & Co., Limited
Agents for the Dominion of Canada
403 St. Paul Street, Montreal
Toronto Office, 30 Church Street

Successful Sales

are those which are backed up with the right goods.

Crown Brand Corn Syrup

once sold to a Customer means **repeat orders.** You can particularly recommend CROWN BRAND to those of your customers who have growing boys and girls. Have you enough "CROWN BRAND" on your shelves?

THE CANADA STARCH CO. LIMITED
MANUFACTURERS OF THE
EDWARDSBURG BRANDS
Cardinal and Brantford
Montreal, Toronto, Calgary, Vancouver

The Creative Power of the Scientific Display

Modern Window to be of Use Must Have Those Qualities Which Actually Sell Things—An Attractive Display of Moose Jaw Firm Showing Christmas Goods—Arrangement of the Store Front.

Science in window trimming has reached an advanced stage in these modern times. There were few who ever doubted that window display was a force in selling. But until recent years the proper attention was not given to the scientific points in it.

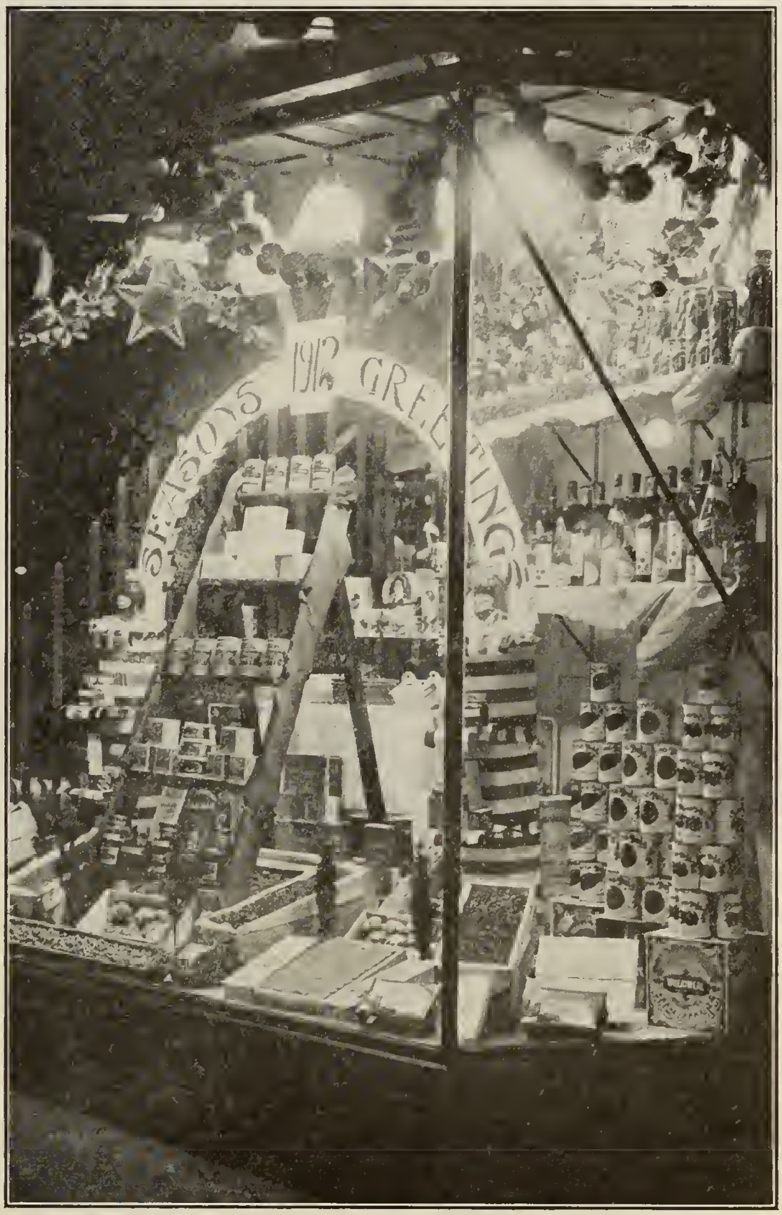
This science is probably carried further in the Christmas window than in any other. Rivalry is always keen among each trade to have the best display in town. That is why, around Christmas no one thinks of putting in simply a box each of oranges, raisins and currants and letting it go at that. The passing public wouldn't look at it. There would be no creation of sales and that is the real test for every good window display.

Instead, we have everyone striving to produce something that will make one stop to look, then to purchase and finally to tell his or her friends about it. That is the real goal that every trimmer should seek. That is scientific display.

Plenty of Display Space.

Between now and Christmas, The Canadian Grocer will show several splendid windows of Christmas goods. The one herewith is that presented last year to Moose Jaw, Sask., citizens by Kent & Brown. This firm have, to begin with, an unusual store front. A glance at the accompanying drawing indicates its construction. The firm believe in plenty of window display and arranged the front accordingly. There are two corner display windows running diagonally towards the door and one centre display case so that a person going into the store not only sees the goods in the front of the window, but all the way along. This is true no matter which aisle is used.

Varieties of Goods Shown.



A good selling Christmas window trim shown last December by Kent & Brown, Moose Jaw, Sask.

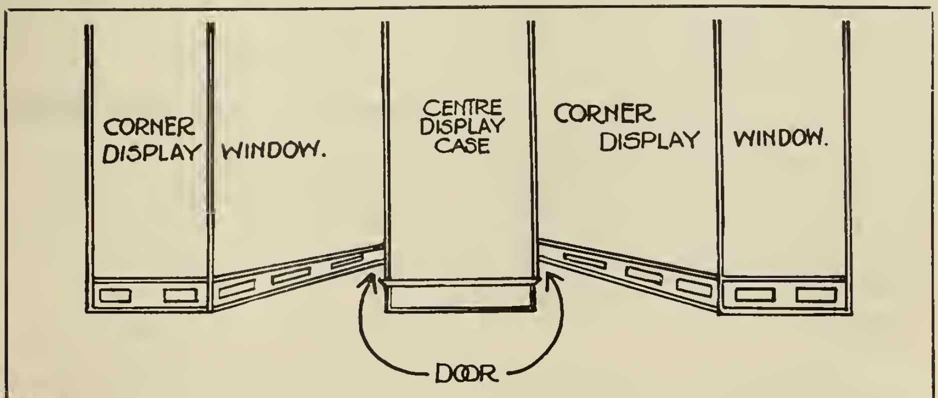


Illustration showing construction of front of store of Kent & Brown, Moose Jaw, Sask.

The window itself is most attractive. It was trimmed by H. Crone. The central feature is a ladder laden with goods and topped by an archway. Christmas goods are shown on the steps, around the bottom, on a table and on shelving along the background. A close scrutiny discloses handsome boxes of confectionery; raisins and currants in small packages as well as all kinds of dried fruits in boxes; peels; fancy biscuits; canned and bottled fruits; olives; nuts; coffee in tins, etc.

The trim is well balanced on either side of the archway and the decorations are not too profuse to detract from the goods themselves. The whole display suggests quality in goods and refinement in service.

Methods of Introducing New Goods to Public

The Aim of Goodwins, Limited, Montreal, is to be First on the Market With Anything New and Worth While—This They Claim Gets the People Coming and Keeps Them Coming—These New Goods Are Not Only Stocked But Sold.

"The fact that a thing is new," states J. Bailey, manager of the grocery department of Goodwin's Limited, Montreal, is often enough to make people buy it, whether they know anything agout it or not. The customer's curiosity needs only to be aroused; the desire for possession is created and a sale is made. But to sufficiently arouse this curiosity the salesman himself must be possessed of a fair knowledge of the goods shown in order to answer any questions which the customer may ask."

"Here for example," he continued, "is a new line of vegetables we have just shipped in. You notice that all are in glass and put up in just as striking form as the finest bottled fruits. This bottle of cauliflower which shows the vegetable in perfect form is particularly attractive, and this one of carrots might readily be taken for quince preserved in syrup. Our list of these includes string beans, peas, carrots, cauliflower, Spanish pimentos, asparagus, fruit salads and others. One bottle where color combination alone creates a desire for possession contains mixed vegetables in which are included carrots, peas, turnips and green beans arranged in layers."

"To sell these the usual arguments applying to bottled and canned goods, namely quality, appearance, etc., together with a few facts about where such goods are made, and under what conditions are all that is necessary.

"But here is another line that we just got in—chili corne carne, rice with chili, spaghetti with chili, spaghetti with cheese, and genuine Mexican fryoles.. As this line is newer and one which the consumer has not the same opportunities to size up for herself, a little more salesmanship talk is required."

New Goods are Featured.

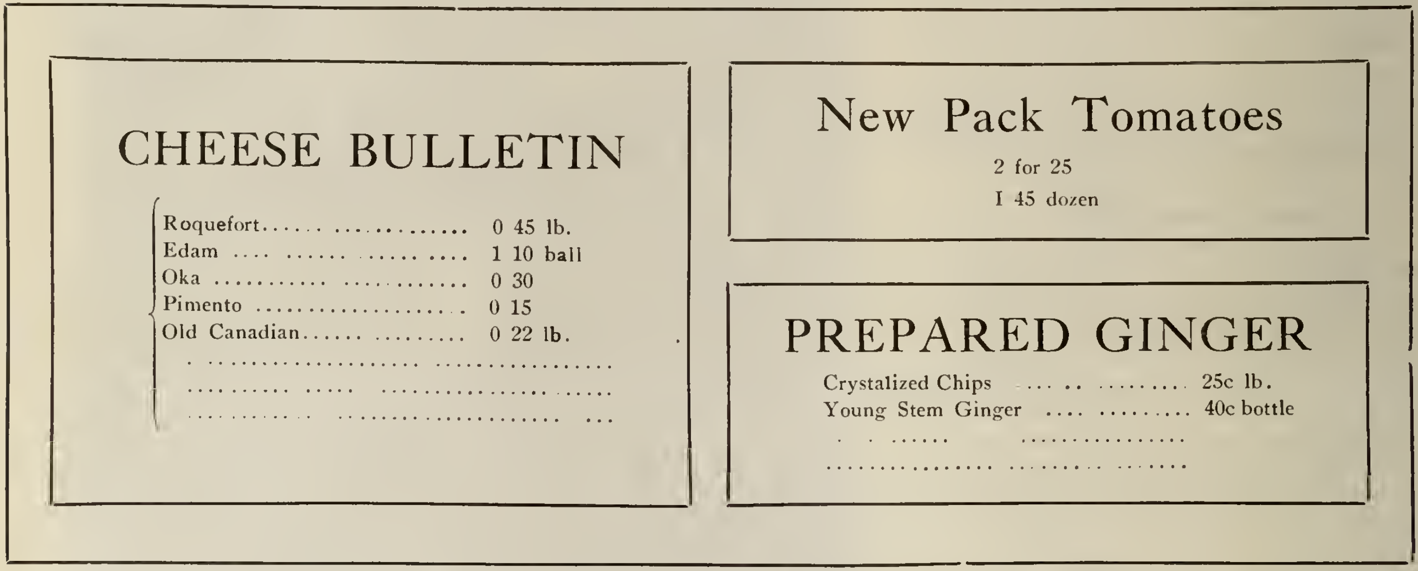
New goods and seasonable goods occupy a prominent place in Goodwin's store. The aim is to get customers into the habit of coming to look for what is new at all times, and also by displaying these goods to remind them of their seasonable needs. Practically all display tables are used for this purpose, so that a customer passing down an aisle is on every side confronted with goods which are particularly appropriate at the time.

Methods of Advertising.

To advertise such goods, Goodwins employ both price cards, which they run largely in plain black and white, and also newspaper space. The latter they use more particularly on Friday nights, running full descriptions of any new goods on hand and in many cases using illustrations. On Thursdays they publish simply a list of goods with prices, so as to catch the week-end trade. Friday is the big day in the store, therefore they advertise as many lines as possible for that day. Saturday, however, being a short day with no delivery after four o'clock, they do not want a rush, and so feature only a few lines giving full descriptions.

The Life of the Store.

"Our new goods," states J. Bailey, "are the life of our store, and should be the life of any store. We aim to be always ahead of the other fellow in getting things in, and this alone gives us some prestige. Any article that is handled exclusively by us is just that much of an advertisement. People can't get it elsewhere, and coming here for it, turn a large part of the rest of their trade here also. Generally a woman doesn't care much where she buys her sugar so long as she knows that it will be clean. Prices may swing her from one store to another if she is not a connoisseur of quality, but to get in first with something new and to keep her coming to your store for something new usually means the holding of that customer's trade. The line of vegetables (just referred to) has been such a success that we intend ordering all our Christmas stock in that line. We sometimes have to specialize on a line of goods for a long time, but it is worth while in the end."



CHEESE BULLETIN

Roquefort	0 45 lb.
Edam	1 10 ball
Oka	0 30
Pimento	0 15
Old Canadian	0 22 lb.

New Pack Tomatoes

2 for 25

1 45 dozen

PREPARED GINGER

Crystalized Chips	25c lb.
Young Stem Ginger	40c bottle

Samples of price cards used in the grocery department of Goodwin's, Ltd., Montreal, to feature new and seasonable goods. Cheese bulletin keeps prices always up-to-date.

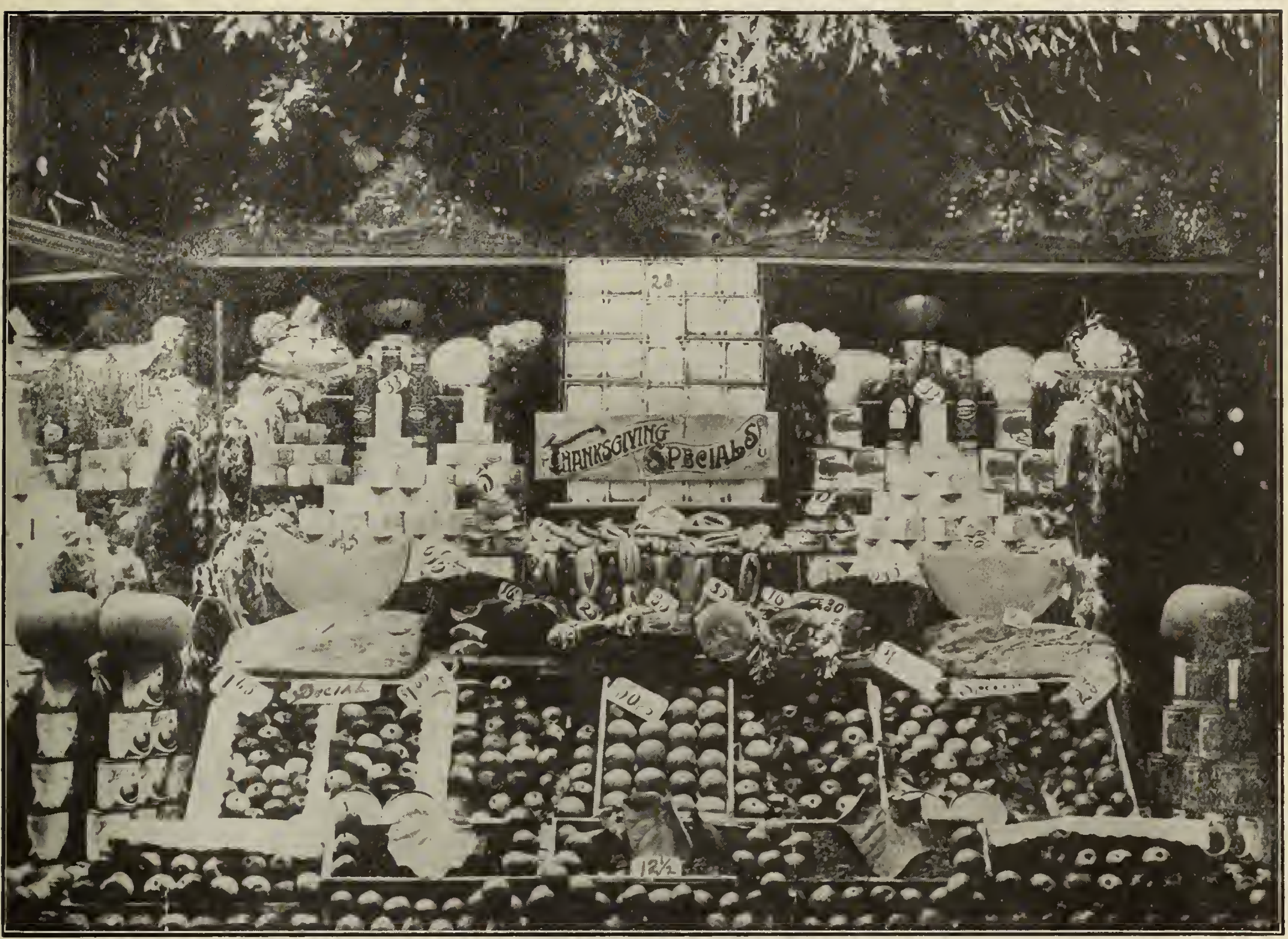
* * *

Grocers' Letter Box

Editor Canadian Grocer.—Can you advise me where I can procure "Philadelphia Cream Cheese?" Thanking you in anticipation.

Port Hope, Ont. H. E. M.

Editorial Note.—The manufacturers of this cheese are S. W. Kennedy & Co., 28 South Water St., Philadelphia. U.S.A. All particulars may be secured by writing that firm.



Thanksgiving and Hallowe'en Displays

Thanksgiving and Hallowe'en are two important occasions in October for the retail grocer . The former presents splendid opportunities in the way of increasing trade by window display, while window display as regards the latter can be made effective from a publicity standpoint.

Thanksgiving is not only a time for giving thanks for a bountiful harvest, but it is also a time of feasting. The fatted calf is killed for the home coming of members of the family and friends. A good selling, appetizing window just now is therefore a strong attraction of trade.

Note the above display. This suggests a bountiful harvest. No doubt the original made the mouths of many onlookers water for the oranges, apples, honey, ham, sausage, cheese, preserved fruit, etc. It therefore includes the two essentials of all good Thanksgiving windows.

A window along these lines would prove effective for Hallowe'en. The addition of a couple of pumpkins cut out to imitate a face and a candle inside would improve the display from a Hallowe'en stand-point. Nuts, oranges, confectionery, are strongly associated with this season.

Any salesman with a little imagination will easily be able to work up a good Hallowe'en display which will get the people talking about the store.

Small Incidents That Cause Loss of Trade

Consumer Tells of Cases Where Dealers Lost Favor by Acts Considered Adversely—Where a Little Overcharge Prevented Him From Becoming Customer of One Merchant—An Error in Change—Drawing Power of an Act of Service.

Written for Canadian Grocer by a Consumer.

The consumer sometimes sees in her family grocer reasons for a little criticism. Every dealer anxious to maintain his trade would give a good deal to know just what his customers hold against him. In majority of cases these criticisms are but flimsy excuses that could easily be explained away, but the trouble is they are not always discovered in time to avert a loss. The customer doesn't always "open her heart" and say just why she doesn't now buy all her foodstuff neecssities from the family grocer. She doesn't tell why on Saturday night she visits other grocery stores for this or that until finally she becomes a regular customer of the competitor.

This article is written by a consumer. In it are mentioned a few things that have caused him to either not deal at all at a store or to give but part of his trade to the regular grocer. Probably in the instances cited, some readers may find things they have done which they ought not to have done; or have left undone those things they ought to have done. If so, the article may serve a useful purpose.—The Editor.

We had just moved into our new house in a new neighborhood in the suburbs of a large city.

In the evening I strolled down into the shopping district to see what the place was like. In the window of what appeared to me to be a rather pretentious grocery store there was a nice bunch of bananas. They looked tempting, and on enquiring the price, found the grocer sold them at 20 and 25 cents a dozen. I purchased a dozen of the 25 cent ones—my first purchase in the new district.

On going out, there was a box of oranges that attracted my attention momentarily, and just then two women passed me on the way to the counter.

"What are your bananas worth, Mr. ——?" inquired one.

"Fifteen and twenty," replied the grocer.

Will you blame me if I have never since been in that store? Here was an opportunity for that dealer to secure a new customer. Because I was overcharged I felt that this would not be a safe place to deal. Probably had I become a regular customer the same treatment would have been accorded me as the others, but I am just mentioning this instance to show how simple it is to make an error by not seeing in a supposed transient a probable customer of the future.

Right, But Was It Good Policy?

Here is another instance which came to my observation recently which may be of use to well-intentioned dealers who sometimes may bring down a little adverse criticism on themselves, which is liable to spread. Not that the dealer in this case wasn't perfectly right and within his proper limits. No one will say when he reads the incident that he was doing anything he should not do, but would he not have been better off had he simply called attention to the small error in the customer's favor, accepted an unappreciable loss and charged it up to advertising?

A neighbor relates the story. It seems that his wife went in to the grocery store to pay her bill. The grocer totalled it up: "Six-seventy-eight, please," said he.

The bill was receipted, and handed to the woman as she tendered a ten dollar bill. The grocer was about to make the change, when a thought struck him.

He looked at the duplicate bill and totalled it again. "Ah!" said he, "I believe I've made a little mistake. Would you mind letting me see your bill again? It's six-seventy-nine!" And the woman gave him the other cent. What would you have done?

Had the difference been 51, 21 or 11 cents there would have been abundant reason, but when it was but one cent and the error having been made by the dealer was there an excuse?

A Scale Out of Order.

Our little girl used to coax to go over to Mrs. J.'s store to buy something, simply because Mrs. J. always handed out an ice cream cone.

Sense was stronger than sentiment in this case, however, and we were forced to overrule our daughter's whim. We weighed Mrs. J.'s sugar and her cheese and a few other bulk commodities, and discovered that either her or our scales were wrong. We found it much more profitable to deal elsewhere, and buy ice cream cones in the regular way.

The Importance of Service.

It appears to the writer that nothing counts more than service, good goods and fair dealing. The little things loom up large sometimes and either hold fast or lose the customer. Just another incident from a consumer's standpoint.

My wife wanted some rusks the other evening and our grocer didn't have them. It was late Saturday night, and raining. We walked along, past the two-priced banana store, to another grocery.

Did the grocer have rusks? No, the grocer was sorry he was just sold out, but if we would wait he would run across to another store where he thought they might have some.

"It is raining, and the street is muddy, and it may be possible that they haven't any, like ourselves. If you will wait here I'll just slip over and see."

It was thoughtful of him; probably he was too good-natured; but at any rate, being tired, we appreciated his kindness. He hurried back with the rusks, and said he hoped they would be all right.

Instead of going back to our regular grocer for Saturday's fruit and little extras, we bought them from the obliging dealer, who had already served us, and we have since found occasion to call there again.

Salesmanship is, after all, just service, and as Sheldon puts it, "He profits most who serves best." Show me a big and successful store and I will show you a store where service is the watchword, where service is the creed, and where service is the policy. Service spells success.

* * *

T. W. Robinson, founder of the big department store in Moose Jaw, Sask., has passed away. He was born in Newmarket, Ont., and went West in 1874.

How Other Grocers Do Things

PRIZE GOODS ON DISPLAY.

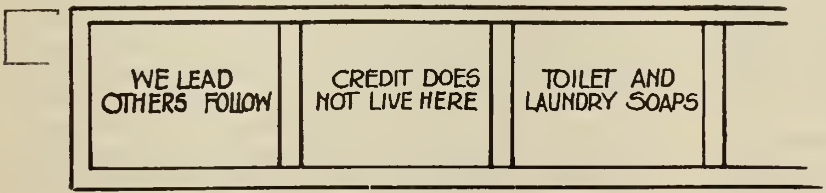
Taking advantage of the Fall Fair season and of the splendid showing of prize fruits and vegetables and the interest taken in them, A. Sterling, a Chatham, Ont., grocer, dressed a couple of windows accordingly.

In all there were fifty-one first prize red tickets, and two second prize blue tickets. The windows were a pretty sight, being filled with these prize winners of the West Kent Agriculture Show. Most luscious apples, pears, grapes, celery, cauliflowers, tomatoes, melons, pumpkins, squash, potatoes, eggplant, onions, cabbage, parsnips, red and green peppers, etc., were tastefully displayed, showing the passerby that Mr. Sterling was quick to stock the best available for his customers. He has only been in business for himself for less than two years but this idea of stocking quality goods has already helped him a great deal.

Editorial Note.—Two photographs of Mr. Sterling's windows were kindly sent to Canadian Grocer by a Western Ontario traveler, but it is to be regretted that reflections and color were such that they would not reproduce to show up the detail of the displays. It can, however, be seen that splendid use was made of a small window.

LONG FRAME FOR SHOW CARDS.

In front of the main counter and along the top shelf in the E. C. Matthews grocery store, Parliament St., Toronto, is a row of store mottoes and selling cards consisting of neatly written show cards in a long narrow frame. The drawing herewith gives an idea of this fixture. Each motto is in a separate compartment and as the fixture is bent a little downwards the customer has no difficulty in reading the inscriptions thereon. Each compartment opens at the rear so that changes of cards can be made as desired, and each has a glass front. The frame is made attractively and adds to the appearance of the shelf. Mr. Matthews believes in having each card advertise his own store in some way or other.



Drawing representing frame containing selling cards and mottoes.

STOREFRONT ON LETTERHEAD.

Jno. McCorvie & Son, Chatham, Ont., consider their store front a good asset. The building in which their store is located is a high brick one of four storeys and cupola. It indicates strength and reliability. Jno. McCorvie & Son play it up strongly in their letter heads and envelopes and consider it worth while. There are, of course, many stores which look well so far as the ground storey is concerned, but higher up do not present either a stable or attractive appearance. In cases of this kind it would not be policy to show on a letterhead more than the ground floor.

Front of the Jno. McCorvie & Son store in Chatham, Ont.

OPENING NEW STORE.

The big department store of F. R. MacMillan, Saskatoon, Sask., was recently opened under auspicious circumstances. Thousands of visitors were there and besides viewing the various departments, were entertained by an orchestra.

Cost of new building is estimated at $275,000. It contains four storeys. The fittings throughout are of the deep red mahogany type. The show cases are of mahogany trimmed with black walnut. The grocery and provision department is on the third floor. An important part of the provision department is a handsome refrigerator of opalite glass and finished in mahogany.

A feature which applies to the building throughout is a system of signal lights so that at any moment the manager of a department, when required, may be instantly summoned by means of a private central telephone switchboard which forms part of the store equipment and establishes ready communication with all departments.

There are two standpipes to serve the building from basement to roof as protection from fire, each with an outlet on every floor, and each outlet equipped with hose and nozzle. A sprinkler system also runs throughout every department; under this system, when an excess of heat is caused, a wax melts in the sprinkler in the immediate neighborhood and the water being released is thrown against a circular disc, rebounding from which it descends upon the blaze beneath. There is also a fire escape at the rear of the building, access to which is obtained from the several floors through windows. The fire escape is not of the narrow ladder type, but it is a complete iron stairway. Fire-drill will be exercised among the store employees.

The CANADIAN GROCER

Established 1886.
Only Weekly Grocery Paper Published in Canada.

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TORONTO, OCTOBER 17, 1913

THE THANKSGIVING GOOSE.

From all accounts the Thanksgiving turkey will be dear this year. Last year the holiday came later in October and even then turkeys were high in price, scarce in quantity, and not extra good in quality. Much the same situation prevails this year.

Turkeys are quoted around 22 cents, dressed, wholesale, on Toronto market, which will mean 26 cents per lb. or more retail. Last year they were from 23 to 28 cents wholesale. The supply this year will not be large owing to the early date of Thanksgiving. Turkeys should, however, ease off after the holiday.

With geese, it is different. Wholesale prices are from 13 to 15 cents, dressed, which are about same as year ago. They are in good supply and will likely find greater favor on the average consumer's table on Monday than the turkey. Spring chickens are 18 to 20, dressed, wholesale as compared 17 to 20 cents in 1912.

WESTERN HOGS TO COME EAST.

A few weeks ago the opinion of an Eastern packer was expressed in Canadian Grocer to the effect that before long Western Canada would be shipping hogs east. This opinion is now held by others and it is claimed that "before long" means before Christmas.

This is a very significant indication of the trend of Western agriculture towards more mixed farming. If hogs are shipped east this year it will be the first time in history. Whether or not, even the suggestion that such will likely occur shows the tendency of the prairie farmer to give less attention to the "mining" of the land and more to the raising of stock. Of late years hogs have advanced a great deal in this country. We used to export in great statistics and at the same time have plenty of cured meats to go round. But the increase in population in a greater proportion to the increase in the production of hogs, and the building up of Western Canada, has put a new face to the problem of supplying cured meats.

In place of exporting, eastern meats were sent west. Now we have the probability of western hogs being shipped east. The new U. S. tariff, of course, may affect this but only when United States prices are higher than Canadian. An increase in the eastern supply would also have a bearing; but nevertheless it is true that the western farmer is changing his tactics, and it is more than a possibility that some Western hogs will come east before the end of the year.

At present the hog and hog product market is on the decline.

LIBELLING THE RETAILER.

"Libellous" is the only way to express the statement made in the following letter written to a Toronto newspaper:—

> High Price; Short Weight.
>
> Editor of The Star: While economists are debating the high cost of living, or the cost of high living, it is about time the public did a little investigating for themselves. Notwithstanding the high price of food, they will be surprised to know that most of the food-merchants in Toronto are only giving 14 and 15 ounces to the pound. This is a bare-faced robbery, and it is about time some of these people were exposed. Some of the poor people are getting it bad enough, what with the high rents and cost of food. Wake up, people. Buy a set of scales and get after some of these sharks.
>
> CAVEAT EMPTOR.

The individual who signs himself Caveat Emptor has apparently discovered a "terrible" situation. Were it true it would have to be termed in stronger language. He says that most of the food merchants in Toronto are giving from 1 to 2 ounces short in every pound of goods they sell.

This would mean that 51 per cent. at least of the food dealers are either dishonest or their scales are out of order. Caveat Emptor intimates that they are dishonest. Such a statement given publicity through the columns of a paper widely circulated libels the retail grocery trade. It is untrue. Did not the paper that published it know it was untrue? If so, why did it not take steps to either give the other side of the question or refute the statements made.

Instead of that it allows an absolutely false impression to go to the consuming public with no responsibility other than an assumed name. Retailers have long since learned that they will get but little justice from the large daily newspapers. It is time that associations began wielding the club.

MAKING MAIL ORDER HOUSES PAY.

As already briefly intimated in this paper, the Retail Merchants' Association of Calgary, Alta., have instituted a campaign against what it considers existing evils. One of these is the distribution of mail order house catalogues at too low a license fee.

The merchants have asked that a by-law be passed correcting these alleged wrongs to home industry and have presented a petition to this effect to the local council. The part referring to mail order house catalogues is as follows:—

> In section 15, clause 2—That $20.00 be struck out and $500.00 be substituted. We ask for this to protect the merchants against the indiscriminate circulation through express companies and others of mail order house catalogues, etc. The retail merchants of this city carry large enough stocks and of a sufficient variety at a reasonable price, to satisfy the needs of any customer, and in view of this it is necessary that

they should be protected against this unfair competition.

This is along the proper lines. So far as those goods sold in retail stores are concerned, home town merchants are entitled to the business. They pay heavy taxes, lend their support to the upbuilding of their town or city, and into the bargain extend more charity than any other class of trade or professional men. There is no good reason why large mail order houses should get a big share of a town's trade unless it pays it's just share to the upkeep of that town.

It is to be hoped that the Calgary merchants succeed in making the big mail order houses selling to Calgary consumers pay a substantial license for the privilege of coming in an outside market.

BUSINESS GOOD; MONEY NOT EASY.

While the grocery trade report business throughout Canada practically normal, there are a few clouds on the horizon which should cause the trade to stick pretty close to business for a time yet. The tight money situation has undoubtedly eased up to a certain extent for legitimate business since beginning of crop movement, but from a speculative standpoint is still hard to get.

In its last issue The Financial Post in making reference to the outlook says that the industrial and commercial situation for the time being is slightly cloudy. The steel mills have ahead of them a diminished list of orders, not altogether unusual at this season of the year, and at the same time are faced with falling prices.

Some of the largest factories, it adds, are having difficulty in respect of banking accommodation. At least one foodstuff concern as a result of competition appears to be facing another re-organization. The particular plant referred to is in the position of being able to produce but lacks the capital to give publicity to the commodities which it produces on the same extensive scale as its competitors. These are some of the immediate troubles. Unless business as a whole is kept within trading limits and does not run to capital expenditure a more serious state of affairs might easily arise.

In the meantime, the Post continues, there will be considerable business and following a period of economy such as the Dominion is passing through at the present time there will be a recovery, though not likely to be in evidence for some months. We cannot have easy money in Canada until conditions change in Europe, and when they do change and capital for investment is available it is not likely to be placed at as low rates as those of the last two or three years.

PARCELS POST NEXT YEAR.

The announcement made by Hon. Mr. Pelletier that the Parcels Post system would be in operation in Canada on the first of the year, does not come as a surprise, inasmuch as it had previously been announced that the system would probably be put into operation at the beginning of 1914. The start will be made simultaneously in all parts of the Dominion.

The Postmaster-General was silent on the score of the rates to be fixed. As this is the all-important question from the standpoint of the retail merchant, a further announcement from the Government will be awaited with keen interest. On the rates fixed for the local and national zones ,depends the success of the system. If there is a sufficient margin between the rates for the national zones and those imposed in the local zones to provide the local dealer with protection against the aggressions of the mail order houses, then the system will prove a success. Otherwise, it will ultimately prove a flat failure, for no measure which works an unfairness against the retailers can prove otherwise than detrimental to the country at large.

Hon. Mr. Pelletier's announcement will be awaited with interest.

TREND OF WHOLESALE PRICES.

According to a report from the Department of Labor at Ottawa, prices on necessities still rule high compared with year ago, although during September they were a shade under August.

The Department's index number of wholesale prices stood at 136.0 for September as compared with 136.2 in August and 132.7 September, 1912. The slight fall was due to lower prices for fresh fruits, vegetables and canned salmon, but some important advances occurred in eggs, fish, sugar, cream of tartar, jute, silk, anthracite coal, some building materials and starch.

In retail prices eggs, butter and coal were higher, but potatoes declined.

Since September closed there were declines in sugar, flour, late canned fruits and vegetables, and hogs and hog products. Prices are, however, well maintained in eggs and butter, corn products and fish.

DRIED FRUIT SHRINKAGE.

Dried fruits shrink, but how much? Almost every dealer has a different answer to this question. The Bureau of Chemistry of the United States is trying to determine the shrinkage by scientific methods.

Ten carloads of dried fruit are en route from Los Angeles to the principal cities of the East as part of extensive tests being conducted by the Bureau to obtain data for the drafting of regulations for the new weight law.

Close scrutiny is being made of the shipments to determine just how much shrinkage there is in transit.

New York and Washington are two of the cities to which the cars are en route. The shipments include dried peaches and prunes.

When the cars started from Los Angeles the exact weight of the contents was ascertained, and when they arrive at their destination they will be weighed again.

It is the aim of the Bureau to determine just what would be a "reasonable" shrinkage in interstate commerce, as provided in the weight law which will be in force next year in the United States.

Many persons are employed in making the experiments and more than $15,000 will be spent for the work this year.

When all the data have been obtained regulations will be drawn.

EDITORIAL NOTES.

If the Thanksgiving turkey doesn't take more care of itself and grow faster, it will be superseded by the "Thanksgiving goose."

* * *

Some damage was caused by a fire in Mrs. J. Lane's grocery, Robinson St., Toronto, on Sunday. The "sulphur" tooth of the mice is blamed for it.

* * *

A Brantford report states that a swarm of honey bees flew into a grocery store there and attacked combs of honey. Why not? Didn't they make them?

The Specialty Man and the Retailers' Profit

Writer of This Article Tells Specialty Manufacturers How to Aid in Getting Retailer to Maintain Prices—They Should Tell Him the True Margin, He Says, and Give Him no Reason to Cut.

By Henry Johnson, Jr.*

SOME weeks ago it was my good fortune to be asked to a luncheon whereat all local members of a specialty manufacturers' association were assembled. I knew most of the men personally and regarded myself merely as an onlooking guest; but as the eats were gradually absorbed I realized that those fellows were going to stick me for a sort of speech as compensation for enduring my presence and paying for my lunch out of the general exchequer- So, as I did my best to get my share of the goodies—so that I might feel even with the game—I cast about me for something to say which might maybe "start something" for the general good.

Immediately it flashed upon me — brought to mind by the recollection of a recent call by a man who offered me something that was to pay me over 70 per cent. margin—he called it Seventy Per Cent. Profit, as they all do. It struck me that here was I, right in the midst of a set of arch-sinners against the retailer; and it was surely my opportunity to tell them a few plain truths for future pondering and careful future reference.

Maintenance of Retail Prices.

The general talk veered around to that much-discussed problem of how to maintain retail prices on advertised goods. The effort of each was to so "protect" his specialty that the retailer would always get the price for which the manufacturer intended the product to be sold. So, thinking it all out, I found the point of contact in this theme of perennial interest.

So, when it came time for the chairman to rise and state that "We have with us to-day," etc., I was prepared and talked about as follows:

Gentlemen: Of course you know without my saying so that I did not come prepared to talk. If you do not know it, you will know it before I have said very much. But as I have listened to your various talks about how to bring about that very desirable condition wherein each man's product will be sold at retail for the right price, and have heard so many of you discuss ways and means, laws, plans, schemes, etc., whereby you hope to accomplish what you are after, I have been forced to the conclusion that you are overlooking a very important bet—your own opportunity to do what laws never can do for you; for you are surely overlooking such a bet every day.

Working on False Basis.

You, each and every one of you, as I am making bold to assert—"without undue fear of successful contradiction"—are steadily and daily misleading the retailer about his margins, and you are thereby continually tempting him to break down your prices. And how? By teaching him a false basis of the computation of margins.

If you tell a man that his margin—or "profit" as you persist in calling it—is greater than it is, you are always tempting him to put one over on his competitor by cutting just a little under the price you hope to have maintained. Only the other day a man told me I was going to make Seventy Per Cent. on his goods. Analysis showed me in a minute that my true margin on those goods would be Forty Per Cent and a fraction, so I was safeguarded from any false notions. But had I taken his word, without analysis, do you not see that I might be tempted to cut his prices? Might I not feel that I could easily do business for less than 70 per cent., thereby not only getting ahead of my competitor, but maybe doing a little for my customer in the way of reducing the excessive cost of his article?

Destroying Work Done.

Every time you give a merchant a false notion of the liberality of your margins, you pull down the structure of maintained prices which in other ways you are striving laboriously to build.

Every time you compute a merchant's margins on his COST you give that merchant a false idea of what his gross earnings will be.

And every time you give a merchant a false notion of your liberality, you TEMPT HIM to cut prices and thereby nullify a great part of your own work.

I know that each of you feels that the other fellow is swelling the merchant up and you are, therefore, afraid that if you state an honest margin to the merchant, and show him truly JUST what he is going to realize on your goods, your margins will not apparently compare favorably with those of other manufacturers and you will lose out. But have no fear of that, gentlemen. When you teach a man to figure properly, or when you start him on the way of figuring properly, you start that man to Thinking; and believe me, once you get a man to THINK, your battle is really won. For after that, no smooth-tongued competing manufacturer's representative can mislead that merchant. He will know just how to do the figuring himself.

The other day a man offered me chewing gum on which I was to make 150 per cent. Could you blame me if I should conclude that I could afford to sell that gum not at 5c. the regular price, but at 4c. or even 3c.? No: you could not—and maybe I would do just that thing. But when I analyzed the figures and found that the true margin was only 66 2-3 per cent.—liberal as that margin was—I naturally thought that here was only a fair opportunity to make up on some of the 8 per cent. and 10 per cent. stuff I was handling. I thus resolved to keep all the margin myself; and I maintained the price.

Gentlemen: You, with your salesmen working out from this and other commercial centres all the time, have a wonderful opportunity to do some profitable educating. It may seem like a slow process, but I assure you from my own personal experience that not only is it NOT slow, but it is the most profitable and permanent way to build up your own clientele. For each man on your list who is taught that there are two ways to figure and that the INSIDE way is the safe way will prove to be your staunch and lasting friend; for the way you will then be teaching will be the TRUE way and TRUTH will always prevail.

A Sure Foundation Erected.

Be honest in your figures. Be really true to your good friends, the retailers, and you will never need Any Laws to protect your product from price-cutting. When the merchant once realizes that his margin is truly so narrow on the average that to cut is to invite disaster to himself, you have builded the sure foundation of educated and enlightened self-interest. Then your structure will be well-founded and it will stand.

* * *

We had a lively, profitable discussion. Most of the "boys" acknowledged that they had sinned—as all really bright men Will Frankly Acknowledge once it is pointed out to them—and they ended up by agreeing that I was right, my theories sound, and that they would work along those lines in future.

Thus I hope that another nail was driven into the coffin of that dead and gone practice of figuring margins on the COST and calling MARGINS profits!

---

*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met. If a special request is made names of inquirers will be omitted when their letters are printed for discussion.

Olives Decline Below Opening Figures

Prospects of Better Crop Than Last Year and Desire of Some Houses to Get Rid of Stocks the Reason Named—Drop Quite Substantial In Some Instances—Retailers Should Push Sales and "Clean up" Before New Year.

Some interesting situations have arisen in the olive trade from the standpoint of prices during the past month or two. Although the new Spanish crop is as yet somewhat uncertain, it is confidently believed that it will be a good one and that prices on new olives to be issued next month will not be as high as they were a year ago. Quotations received this week from a New York importer average 10 per cent. lower than in 1912.

Some time ago one firm which came on the eastern Canadian market during the present year dropped their quotations considerably below their prices ruling in the west. For instance the 5 oz. bottle of Stuffed Pimento which opened at $1.00 a dozen a year ago was dropped to 95 cents. Some of the other sizes in Stuffed Pimento were also lowered, as well as a number in the Queen olive. The 10 oz. Queen was reduced from $2.05 a dozen to $1.85; the 16 oz. bottle of the same firm was marked down 5 cents from $2.80; the 32 oz. from $5.50 to $4.80 and the 40 oz. from $8.00 to $5.75.

Prices Generally Lower.

Other olive manufacturers followed suit on Oct. 1 and now the retail trade is able to purchase olives in many instances at much below the 1912 autumn opening prices. One house quotes 5 oz. Manzanillas at 80 cents which were 90c before; 6 oz. at $1.15 that were $1.30; 8 oz. at $1.35—a reduction of 10 cents on the dozen, and an 18 oz. bottle at $2.35 which formerly were $3.00

While some houses were not overstocked on olives and found no occasion to drop prices—particularly since the new crop would not be marketed for another three months—apparently others were anxious to get rid of considerable stocks before the end of the year. This caused the somewhat general decrease in quotations.

Push Olives Now.

Retailers should study the olive situation from now to the end of the year. Because of the favorable prospects for the new crop, those who have stocks should see that they be strongly pushed from now on. While it is not likely that the new prices will go below those now ruling, it seems more than a probability that they will be under the opening figures issued in the late fall of 1912.

Olives are a splendid fall and winter food, they possess medicinal qualities that make them a good seller and being a wholesome food as well should be pushed with more vigor than usual. Every dealer should see that his stock of olives is pretty well cleared before January next.

MINIMUM PRICE ON ARROWROOT.

St. Vincent Growers Anxious to Build Up Industry—Stocks in Small Compass.

Kingstown, St. Vincent, B.W.I., Oct. 14.—At a general meeting of the St. Vincent Arrowroot Growers and Exporters' Association, held recently, the following resolution was unanimously passed:

> Resolved—That the minimum price for estates arrowroot and other arrowroot for the balance of the 1912-1913 crop and the 1913-1914 crop shall on no account be lowered or raised below or above the minimum price of 3¼d per lb. fixed at the meeting of the Association on the 15th July, 1913.

This resolution was adopted after three hours of careful deliberation, and after it was ascertained on the declaration of individual growers and shippers that the total stock of arrowroot now in the colony does not exceed 1,200 barrels. All the points involved were discussed in a manner clearly demonstrating the fact that the Association exists with no object of cornering a product and demanding any unreasonable price, but purely to obtain a fair price for an article upon which the prosperity of this colony largely depends.

The growers and exporters of the St. Vincent arrowroot are confronted with a situation in the London market demanding the exercise of discretion and firmness. Last year the rise of prices for St. Vincent arrowroot in the United Kingdom, coupled with brisk trade, stimulated the enterprise of local exporters, and that market exercised an extraordinary power of attraction. In the eager rush to share in the unusual gratification of quick sales and fair profits in London, the producers and shippers overlooked the probability of a glut being thus produced; and the alluring bait was taken up regardless of consequences. As a result of this injudicious rush the produce of large and small proprietors, and even inferior starches produced by the crudest methods by peasants, have found their way into the welcome hands of London brokers, some of whom were equally heedless of the unfavorable tendency. And whilst the London market is alleged to be overstocked, it is different with Colonial dealers. Three years of judicious advertising in leading periodicals in Canada have not been without value to the industry.

GROCERY EXHIBITION.

Montreal Retail Grocers Have Food and Equipment Exhibit.

Montreal, Oct. 16.—(Special.)—The exhibition of groceries referred to in these columns some time ago is being held this week in the Armouries under the auspices of the Montreal Grocers' section of the Montreal branch of the R.M.A. of Canada.

The Executive Board is composed of G. A. Archambault, president; P. Filion, 1st vice-president; J. O. Pesant, 2nd vice president; Jos. Moquin, treasurer; R. Desautels, secretary, and Mr. E. Lanoue.

The Committee of Reception included the names of Nap Seguin, M. S. A. honorary president, G. A. Archambault, P. Filion, R. Desautels, J. D. Boileau, J. A. Dore, A. Laniel, R. Bernard, J. A. Sansregret, E. Bernier, L. Phaneuf, R. Gervais, H. Mailloux and P. Bernier.

The following firms were among those who exhibited:—Laporte, Martin & Cie., Montreal; H. J. Heinz & Co., Toronto, Ont.; Wm. Clark, Ltd., Montreal; National Cash Register, Montreal; Jas. Stewart Mfg. Co., Woodstock, Ont.; Lake of the Woods Milling Co., Montreal; D. S. Perrin & Co., Montreal; Walter Baker Co., Montreal; T. A. Lytle Co., Toronto; Forbes & Nadeau, Montreal; Gilmour Bros. & Co., Montreal, for Reckitt, Ltd.; Nugget Polish Co., Toronto; N. K. Fairbank Co., Ltd., Montreal; Imperial Ice Cream, Montreal; Borden Milk Co., Montreal; Toledo Scale Co., Montreal; Dominion Register, Toronto; Robert W. Hogg, Sherbrooke, Que.; Societe Francaise de Specialites Alimentaires, Montreal.

* * *

Victor M. Grab & Co., Chicago, Ill., have placed on the Canadian market a device for cutting string which is particularly designed for the grocery trade. This fastens on the shelf, counter or table, etc., and contains a sharp knife covered with a piece of metal. The string is drawn through a V-shaped opening and is cut by the knife.

LEMONS

By Blue Ruin

A grocery traveler is hard put to it when he turns to manufacture a book of epigrams.

This one was feeling somewhat sore the day Canadian Grocer came upon him, and he was persuaded, under pledge of secrecy to his identity to hand over his first finished volume, entitled "Lemons, by Blue Ruin."

To add to the combination of colors it may be added that this young man, one of the brightest of Canadian drummers, was turning black looks in the direction of his chief, and had a dark brown taste in his mouth, for whose relief Elbert Hubbard has recommended a certain brand of beef extract.

With a heavy grouch against being collector and traveler, this Poet of the Road has included some philosophic gems that should serve to temper his own mournful soliloquies. He says:—

"You are not salesmen, but collectors."

"Our motto is 10 per cent. all the time, and then some."

"Give a dog a bad name, then make him a grocery traveler."

"We never sold goods, but for advice how to sell them, apply to our Blue Ruin Department." (A particularly grouchy outburst.—Ed.)

"Travelers do not keep our office staff busy, we are busy writing out cheques for charity; travelers only annoy us."

"We know a good traveler by his collections, not by the orders he takes. We don't want orders." (Got 'em again, evidently.—Ed.).

"We expect travelers to buy tickets for concerts, cigars, etc,. from our customers. Every traveler who spends during the week $5.00, we reward by giving him $2.00. Thus we save $3.00." (Second spasm!—Ed.).

"We love our Saturday, but 'Oh, you lecture!' " (For note, see below.—Ed.).

"Lie and get orders; tell the truth and your rival gets them." (An affliction of the righteous in other lines besides groceries.—Ed.).

"Always tell your customer what you lose when you sell him a bill of goods, and he will buy from the other house, thus saving you money."

"If you are making $50.00 per month from one of your customers, and he wants 15 cents discount, never allow the 15 cents, as a customer lost is 15 cents saved."

"Never telephone an order to us as we are too busy to take it. Telephone to some other house. We don't need the business."

"We hate to pay salaries as we need the money in our business. In any case you never earn it."

"An order shipped is worth two on the cancel file." (Now he is forgetting his own troubles and looking cheerful.—Ed.).

"Travelers will oblige us by walking as little as possible on the floors of the warehouse, thus avoiding the expense of wear and tear." (But not for long.—Ed.).

"We never mail statements; we deliver them. A stamp saved is worth two on an envelope."

"If our rivals give discount and get our business, they are dishonest." Be honest and your rivals will get the business."

"A grateful customer is a miracle: we have never seen a miracle."

"We have clerks who watch the clock and not their work. This habit has one advantage—the clerks keep the clock correct." (Sun's shining again.—Ed.).

"A disagreable customer is always the best pay. Politeness pays; never 'cut' a price."

"Old age in man is honorable, in currants it's maggots."

"Judging from appearances on earth the wicked suck oranges and are happy; the righteous lemons and are unhappy. In the next world both will probably suck ice. Better suck oranges and take chances." ('Sh! 'Sh!).

"A virtuous wife is a crown of glory to her husband. Some crowns are —— ugly"

"Definition of a grocery traveler: one who knows the price of prunes but never has the price to buy them."

"No traveler has seen h——, but if curious ask our shipper a fool question when he is busy and he will raise enough h——, that you cannot look at it without wearing dark glasses."

"The more goods you sell, the more money we lose." (Heard something like that before.—Ed.)

"A broker is a man who sells fairy tales and delivers nightmares."

"A bank is an institution for the relief of the imported — and destitute — Scotch.".

"A hospital is an institution where you are charged to have your friends say 'How natural you look.' " (Bet the firm paid his salary while he was there. —Ed.).

"A manager of a wholesale grocery is an ash barrel for travelers to dump their complaints."

Note.—The Saturday "lecture" is a time-honored institution, at which "the boys" are expected to put in an appearance. The firm calls it a "conference" for planning campaigns or discussing experiences, the only objection made is that it delays the hour when the traveler can say good-bye to his week's work.

◆

MASON PHILOSOPHY.

I used to trade at Grocer Gregg's, and paid him heaps of cash for flour and cheese and germ-proof eggs and cans of succotash. But now he doesn't get my trade—that's why his bosom aches; I had to quit him, for he made so many small mistakes.

He'd send me stale and wilted greens when I had ordered fresh; he'd send me gutta percha beans, all string and little flesh. And when I journeyed to his store to read the riot act, three-score apologies or more he'd offer for the fact. That doggone clerk of his, he'd say, had got the order wrong; and always, in the same old way, he'd sing the same old song. He seemed to think apologies were all I should desire, when he had sent me moldy cheese or herrings made of wire.

And when his bill came in, by jings, it always made me hot; he'd have me charged with divers things I knew I never bought. Then I would call on Grocer Gregg in wrath and discontent, and seize him firmly by the leg and ask him what he meant. Then grief was in the grocer's looks, frowns came, his eyes betwixt. " The idiot who keeps my books," he'd say, " has got things mixed. I wouldn't have such breaks as these for forty million yen; I offer my apologies and hope you'll come again."

He'd often send the things I bought to Colonel Jones, up town, and I would get a bunch of rot that should have gone to Brown. And oft at home I'd wait and wait in vain for Sweitzer cheese; instead of that I'd get a crate of codfish, prunes or peas. And then I'd go to Grocer Gregg, and mutter as I went: " I'll take that merchant down a peg, and in him make a dent." He'd spring the same old platitudes when I had reached his den: " That vampire who delivers goods has balled things up again ! "

Apologies are good enough, excuses are the same; but forty-seven are enough to tire one of that game. It's better far to shun mistakes, and do things right at first, than to explain your dizzy breaks till your suspenders burst.

—Walt Mason.

Current News of the Week

Quebec and Maritime Provinces.

J. B. Christie, grocer, Londonderry, N.S., sustained a fire loss recently.

Geo. P. Dalton, general merchant, Melrose, N.B., is succeeded by Leo. T. Lane.

Miss N. Jackson, general dealer, Upper Woodstock, N.B., has sold to Henry Cowan.

Burns & Hall, general merchants, Bathurst, N.B., have dissolved, T. M. Burns continuing.

The Canadian Sardine Co. factory, Chamcook, N.B., which has been closed for some time, is resuming operations.

F. H. Anson, managing director of the Atlantic Sugar Refineries, Ltd., says that the new refinery in St. John, N.B., will have the roof on by Christmas.

Ontario.

Thos. Bennett, grocer, Toronto, has sold to E. Curtiss.

Harry Ellis has opened a grocery stock in the Michie store, Fergus, Ont.

The Berkel-Freeman Slicing Machine Co., Hamilton, Ont., has obtained a charter.

W. Fowke, general merchant, Charlton, Ont., has been succeeded by Fowke & Gerrard.

The Galt Co-operative Society has been incorporated at Galt, Ont., with $10,000 capital.

W. H. Peppler is opening a grocery store in Listowel, Ont. He was formerly in business in Hanover.

Andrew Kelly, president of the Western Canada Flour Mills of Winnipeg, has been in Toronto during the past week.

Telfer Bros., biscuit manufacturers, Collingwood, Ont., have almost completed the erection of their new factory in Toronto.

E. Maillaux and E. E. Parent have opened a grocery store and meat market at the corner of London Street and McEwan Avenue, Windsor, Ont.

The West Indies Produce Association have opened sales offices in the Bank of Hamilton Chambers, 2 Gould Street, Toronto. A. C. W. Horne is in charge.

A. M. Baynes and P. D. Davidson, formerly of the National Canners Co. of Hamilton, have formed the Hamilton Preserving Co. They have opened a factory at 119-121 Elgin Street, and will put up a larger plant in the spring of 1914.

John McCorvie, one of the grocers of Chatham, Ont., is a candidate for the mayoralty of that city for 1914. Mr. McCorvie served several years on the school board and the city council, and was a candidate for the chief magistrate's chair a few years ago, when he was defeated by a small margin.

Petitions from St. Thomas grocers and butchers asking for the passage of a by-law requiring closing of stores at 7 o'clock each evening, except Saturdays and days preceding holidays, have been sent by the City Council to the Assessment Commissioner for verification. If correct, the city solicitor will prepare a by-law. Under the proposed by-law the stores are not to open before 5 a.m.

J. Martin Lee, representing the O. T. Co., Limited, has recently arrived in Canada from London, England, on business matters connected with his firm. O. T. is an entirely new product on this market, its origin having been in Australia. It is used for adding to any kind of a drink for much the same reason as a meat sauce is added to meat or fish. Mr. Lee is now in Toronto. Arrangements have been made for the manufacture of this article in Canada in the near future.

Western Canada.

B. K. Ray, grocer, Winnipeg, has sold to E. H. Tucker.

C. A. Butler has opened a grocery store in Penticton, B.C.

David Todd, grocer, Winnipeg, is succeeded by J. A. Partington.

Stewart Tilton & Chas. F. Tease have opened a soap factory in Saskatoon, Sask.

Waddell & Co., general merchants, Humbolt, Sask., is succeeded by R. Burns.

A new seven-storey packing plant has been opened in Edmonton, Alta., by P. Burns & Co.

A pedlar was fined in Coleman, Alta., recently $108, including costs, for selling without a license.

The Courtenay Condensed Milk Co., with capital at $50,000, has been incorporated in Vancouver, B.C.

It is stated at the coast that Dominion Stores, Limited, have taken over the Edgett grocery store in Vancouver, B. C.

Frank Crysdale, of Oshawa, Ont., has gone to Moose Jaw, Sask., to manage the grocery department for Allin & Co. Mr. Crysdale is a son of C. H. Crysdale, who until he sold his business a short time ago, was a grocer for more than 30 years.

R. R. Wilson of Campbell Bros. & Wilson, has returned to Winnipeg after spending about two months in the Old Country. While away Mr. Wilson, in company with Mrs. Wilson and their daughter, visited a number of points in Ireland and England, and also toured through Switzerland and France.

Letters to the Editor

Editor, Canadian Grocer.—Am afraid there is too much rubbish talked about fresh eggs. The average farmer takes a week to gather enough eggs to ship. It takes the next week to get them to market and on the consumers' tables. Are fourteen day eggs good enough for fresh if properly kept? I say they are. There are more eggs not gotten to market until they are thirty days old and there always will be. This refers to the average farmer's eggs, which mean about 90 per cent. altogether.

GORRIE & CO.

Haliburton, Ont.

* * *

To J. A. HENDERSON, John W. Bickle & Greening, Hamilton, Ont. Mr. Henderson was born in Toronto on Oct. 11, 1870, but since 1878 has been a resident of Hamilton. Beginning his business career as junior clerk with Brown, Balfour & Co., on October 1, 1886, he remained with them and their successors, Balfour & Co., and The Canada Grocers, Ltd., for 18 years. He entered the firm of Jno. W. Bickle & Greening as partner of the late F. B. Greening in 1904, and is now sole proprietor.

Advance in Coffees Expected: New Dried Fruits In

Green Coffees Up at Least 2 Cents—Old Crop Evaporated Apples Up — Pink Salmon Advances on Coast, but Wholesalers Keep Prices Same in Ontario—Quebec Slightly Higher.

MARKETS IN BRIEF

QUEBEC.

PRODUCE AND PROVISIONS—
- Hams and bacon dropped ½ cent.
- Hogs decline 25c per cwt.
- Butter much easier; no shipments yet across border.
- Eggs advance ½ to 1c.

FRUIT AND VEGETABLES—
- Cantaloupes, blueberries and Florida limes off market.
- Niagara grapes exhausted in few days.
- Green peppers up 50c, and red 70c.
- Spanish onions advance.

FISH AND OYSTERS—
- Wholesale dealers making special appeals for "oyster week."
- Ocean fish slow in coming owing to storms.
- Local dealers expect advance of 5 to 10 per cent. in prices on prepared, salted and pickled fish through U.S. tariff.

FLOUR AND CEREALS—
- Better demand of week ago for flour has ceased, owing to continued decline in wheat.
- Cornmeal and rolled oats weaker.

GENERAL GROCERIES—
- Salmon prices firmer.
- Sugar market still weak.
- Delivery in canned goods proceeding rapidly.
- Primary market on coffees being forced up, due to speculative influences.
- New crop Persian dates arrive, prices being easier.
- Prune market strong.

ONTARIO.

PRODUCE AND PROVISIONS—
- Bacon and hams decline ½c. Hogs down 25c per cwt.
- Butter and cheese easier.
- Eggs advance 1 to 2c; supply very light; storage selling freely.
- Honey declines ½c.
- Young turkeys scarce for Thanksgiving, and, with chickens, will be high.

FRUIT AND VEGETABLES—
- Peaches, grapes, pears very scarce.
- Cranberries and cantaloupes higher.
- Ontario and New Brunswick potatoes continue splendid quality.
- California fruit higher tendency.

FISH AND OYSTERS—
- Bigger demand for oyster week.
- Whitefish up to 15c.
- Small supply of lobsters coming.

FLOUR AND CEREALS—
- Demand for flour light, awaiting more definite feeling as to future prices.
- Cornmeal easier with decline in corn. Rolled oats likewise.
- Mild weather lessens demand for mill feeds.

GENERAL GROCERIES—
- Coffees continue to advance in primary markets.
- New table figs arrive, quoted at 12 to 12½c.
- Pink salmon advanced 15c case at coast.
- White peppers advance.

QUEBEC MARKETS.

Montreal, Oct. 16.—Wholesalers report collections to be getting better, and trade in certain lines becoming brisker, though a number of retailers are holding back orders and waiting till last call before close of navigation.

Clover leaf salmon prices now prevailing are: 1 lb. talls, $1.90-$1.95; flats, $2.02½-$2.07½; ½ lb. flats, $1.22½.$1.27½.

Candied peel prices are a little lower, lemons being 10-11½c; oranges, 11-12½c; citron, 15-16½c.

Wholesalers are busy delivering canned goods. It seems that those who followed previous advice and bought salmon earlier will save some money, as at present the undertone of market is decidedly strong.

There is a change to note in the price of Chinese starch. Owing to advance in cost of raw material, Chinese will now sell at $4.80 per case, instead of $4.00 as previously, or $1.20 per dozen, instead of $1.00 as heretofore.

SUGAR.—Although there is fair amount of business passing, yet dealers feel that quantity orders are not as frequent as might be, and the situation in general is weak. Of course, preserving season is over, but still the dropping off in business can hardly be accounted for in this respect. Sugar market is always puzzling, still we do not think we will be far astray in saying that a further decline may be registered if present conditions prevail.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 40
20-lb. bags	4 50
2 and 5-lb. cartons	4 70
Second grade, in 100-lb. bags	4 25
Extra Ground Sugars—	
Barrels	4 80
50-lb. boxes	5 10
20-lb. boxes	5 20
Powdered Sugars—	
Barrels	4 80
50-lb. boxes	5 00
25-lb. boxes	5 00
Paris Lumps—	
100-lb. boxes	5 15
50-lb. boxes	5 35
25-lb. boxes	5 45
Crystal Diamonds—	
Barrels	5 20
100-lb. boxes	5 35
50-lb. boxes	5 45
5-lb. cartons	6 30
Crystal Dominoes, cartons	7 10
Yellow Sugars—	
No. 3	4 45
No. 2	4 45
No. 1	4 05

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

TEAS.—Demand for all grades is brisk, and dealers seem to be laying in good stocks. Young Hysons seem to be in favor—that is, of course, speaking from a comparative standpoint of that class.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 75	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Spanish No. 1	....	0 12¼
Virginia No. 1	....	0 13¼
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey, gunpowder, pinhead	0 30	0 50

COFFEE.—Continued speculation is forcing price up to higher levels at primary centres, but, of course, Canadian quotations remain unchanged. Business locally on all grades is well above average.

Coffee, Roasted—	Per lb.	
Jamaica	0 21½	0 23½
Java	0 29	0 33
Maracaibo	0 21	0 23
Mexican	0 25	0 28
Mocha	0 28	0 29
Rio	0 19½	0 21½
Santos	0 20½	0 23

SPICES.—The usual good business is passing now that the pickling season is in full swing. Still there is nothing unusual to report about the market.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 13—0 15
Allspice, whole	....	0 12—0 15
Cinnamon, whole	....	0 20—0 25
Cinnamon, ground	0 17—0 18	0 20—0 25
Cinnamon, Batavia	....	0 25—0 35
Cloves, whole	....	0 25—0 30
Cloves, ground	0 18—0 23	0 28—0 30
Cream of tartar	0 18—0 21	0 27—0 30
Curry powder	....	....—0 25
Ginger, Cochin	0 12—0 15	0 18—0 21
Ginger, Jamaica, ground	0 15—0 18	0 22—0 25
Ginger, Jamaica, whole	....	0 22—0 25
Ginger, African, ground	....	....—0 16
Mace	....	0 75—1 00
Nutmegs, brown, 64s, 50c; 80s, 40c; 100s	....	....—0 35
Nutmegs, ground, bulk, 40c; 1 lb. tins	....	....—0 50
Pastry spice	....	....—0 25
Peppers, black, ground	0 10—0 14	0 17—0 20
Peppers, black, whole	....	0 18—0 20
Peppers, white, ground	0 15—0 23	0 27—0 30
Peppers, white, whole	....	0 26—0 28
Pickling spice	....	....—0 15
Tumeric	....	0 25—0 35

Salt, bulk—	
Bbls., fine	1 55
200s, per cwt.	1 10
50's, fine or coarse	0 45
Salt, bags—	
100 3s	3 00
60 5s	3 00
42 7s	2 90
30 10s	2 80
15 20s	2 70

MOLASSES AND SYRUP.—With cooler weather coming along business in molasses should increase. As it is, a fair number of orders are being placed, but as deliveries have all been made, these are only for small parcels.

Barbados Molasses—	Prices for Island of Montreal. Extra Fancy.	Fancy.	Choice
Puncheons	.44	.41	.39
Barrels	.47	.44	.42
Half Barrels	.49	.46	.44

For outside territories prices range about 2 cents lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.		0 04
Pails, 38½ lbs., $1.85; 25 lbs.		1 35
Cases, 2 lb. tins, 2 doz. in case		2 50
Cases, 5 lb. tins, 1 doz. in case		2 85
Cases, 10 lb. tins, ½ doz. in case		2 75
Cases, 20 lb. tins, ¼ doz. in case		2 70
Maple Syrups—		
Pure, per 8½ lb. tin		0.75
Pure, in 15 gal. kegs, 8c. per lb., or per gal		1.00
Maple Sugar, pure, per lb.	0 10	0 11

RICE.—The recent increase in price of Rangoons has stimulated buying considerably, dealers evidently having found it advisable to cover up lest any further rise take place. Market is active to a degree.

Rangoon Rice—		Per cwt.
"B," bags 50, 100 and 250 lbs.		3 30
"B," pockets, 25 lbs.		3 40
"B," pockets 12½ lbs.		3 50
"C.C.," bags 50, 100 and 250 lbs.		3 20
"C.C.," pockets 25 lbs.		3 30
"C.C.," pockets 12½ lbs.		3 40
India bright		3 45
Lustre		3 55
Fancy Rices—		**Per cwt.**
Polished Patna		4 40
Pearl Patna		4 60
Imperial Glace		4 90
Sparkle		5 10
Snow, Japan		5 30
Ice drips, Japan		5 45
Crystal, Japan		5 10
Carolina head		7 10
Imported Patna—	Per	lb.
Bags, 224 lbs.	0 05⅛	0 05⅜
Half bags, 112 lbs.	0 05¼	0 05½
Quarter bags, 56 lbs.	0 05⅜	0 05⅝
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05
Tapioca—	Per	lb.
Singapore, medium pearl	0 04½	0 05
Singapore, seed	0 04½	0 05
Penang	0 04½	0 05

DRIED FRUITS.—New crop Persian dates are on the water now, and latest advices show that good time is being made in transportation. Prices are a little easier, pound packages being quoted at 7¼c.

California prune market is still unsettled, and prices are well maintained, while peaches and apricots on the coast are not meeting with any very great success.

Currants are a little firmer also, there having been a run on the cleaned stock lately.

EVAPORATED FRUITS.	Per	lb.
Apples, 50-lb. boxes	0 07½	0 08
Nectarines, choice	....	0 11
Peaches, choice	....	0 09¾
Pears, choice	....	0 12½
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 17
Lemon	....	0 11
Orange	....	0 12
Currants—		
Amalias, loose	0 07¼	0 08
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg..	....	0 07¼
Fards, choicest	....	0 11
Hallowee, loose	....	0 05
Hallowee, 1-lb. pkgs.	....	0 06½
Figs—		
Finest, 6 crown, about 12 pounds....	....	0 15
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	....	0 14
50 to 60, in 25-lb. boxes, faced	....	0 13
60 to 70, in 25-lb. boxes, faced	....	0 12
70 to 80, in 25-lb. boxes, faced	....	0 08½
80 to 90, in 25-lb. boxes, faced	....	0 08
90 to 100, in 25-lb. boxes, faced	....	0 07½
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 50	5 25
Muscatels, loose, 3 crown, lb.	....	0 07½
Sultana, loose	....	0 10
Sultana, 1 lb. pkgs.	....	0 11½
Valencias, old stock	....	0 04
Seeded, fancy	....	0 09½
Seeded, choice	....	0 09

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

ONTARIO MARKETS.

Toronto, Oct. 16.—Prices are in uncertain condition just at present on verge of arrival of new dried fruits, nuts, etc. Among problematic questions that are causing discussion are prices that will rule on arrival of new crop prunes, effect on roasted coffees, of rapid and steady increases in primary markets, and conditions in fruit markets for Christmas supplies.

SUGAR.—There is impression that raws are very low; in fact, as one broker put it, "are skating on the bottom." Decline in principal world markets of late was very rapid, as much as 30 cents per cwt. in Cubas from recent highest, say, from $3.80 to $3.48 duty paid. There have been some fluctuations in Europe, but low price thus far has been 9s. 3d. f.o.b. Hamburg, for October shipments; while futures, say, for May shipment, are quoted as high as 9s. 8d. On prompt, disparity in favor of cane sugars, New York basis, is over 40 cents per cwt. It will thus be seen that there are some strong features in situation, chief of which is very low prevailing price, as it is claimed and conceded in many quarters sugars cannot be manufactured below this basis with profit.

Nor is there any pressure to sell at present, and as refiners have not bought heavily for immediate future, any sudden changes for better in material conditions would no doubt bring about decided improvement all round.

Demand for refined is seasonably fair, with no change locally, and apparently none in sight. New Yorks have dropped to $4.25, although there is some irregularity in quotations, a full ½ cent below recent highest.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 50
20 lb. bags	4 60
2 and 5 lb. cartons	4 80
Beaver granulated, in 100 lb. bags	4 35
Extra Ground Sugars—	
Barrels	4 35
50 lb. boxes	5 10
25 lb. boxes	5 30
Powdered Sugars—	
Barrels	4 70
50 lb. boxes	4 90
25 lb. boxes	5 10
Paris Lumps—	
100 lb. boxes	5 25
50 lb. boxes	5 35
25 lb. boxes	5 55
Crystal Diamonds—	
Barrels	5 30
100 lb. boxes	5 25
50 lb. boxes	5 35
5 lb. cartons	7 40
Crystal Dominoes, cartons	7 50
Yellow Sugars—	
No. 3	4 45
No. 2	4 35
No. 1	4 05

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

MOLASSES AND SYRUP.—Demand still quiet and dealers looking to cooler weather before regular fall business sets in. Prices rule unchanged.

Syrups—	Per	case.
2 lb. tins, 2 doz. in case	....	2 50
5 lb. tins, 1 doz. in case	....	2 85
10 lb. tins, ½ doz. in case	....	2 75
20 lb. tins, ¼ doz. in case	....	2 70
Barrels, per lb.	....	0 03½
Half barrels, lb.	....	0 03¾
Quarter barrels, lb.	....	0 04
Pails, 38½ lbs. each	....	1 85
Pails, 25 lbs. each	....	1 35
Molasses, per gallon—		
New Orleans, barrels	0 27	0 29
New Orleans, half barrels	0 29	0 31
West Indies, barrels	....	0 28
West Indies, half barrels	....	0 30
Barbados, fancy, barrels	0 45	0 47
Barbados, fancy, half barrels	0 49	0 50
Maple Syrup—Compound—		
Gallons, 6 to case	....	4 80
½ gals., 12 to case	....	5 40
¼ gals., 24 to case	4 80	5 40
Pints, 24 to case	2 70	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	....	1 25
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	....	7 25
Quarts, 24 to case	7 25	8 40
Pints, 24 to case	....	4 70
Maple Sugar—		
Pure, per lb.	0 14	0 15
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	....	3 00
Maple butter, lb. tins, dozen	....	1 90

SPICES.—White peppers have advanced one cent a lb. for 5 and 10 lb. tins packages, and likely to go higher. Celery is still dropping and now sells at 50 cents and even less. Not much change in any prices likely until new crops arrive.

	5 and 10 lb. Tins.	¼ lb. pkgs., doz.	¼lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	23—28	72—0 90	90—1 15
Cloves	30—35	1 08—0 95	..—1 08
Cream tartar	33—35	....	....
Curry powder	..—35	....	....
Ginger	22—27	65—0 85	75—0 95
Mace	75—1 00	....	..—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	19—22	67—0 75	80—0 90
Peppers, white	28—29	95—1 10	1 10—1 20
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	75—0 00	75—0 00
Turmeric	16—18	....	....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Cardamom seed, per lb., in bulk	1 80	2 25
Carraway, per lb.	....	0 10
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 10	0 12
Celery seed, per lb., in bulk	0 50	0 60
Shredded cocoanut, in pails	0 18	0 20

NUTS.—Advices from California state that certain proportion of walnut crop will be discolored as result of hot waves, and will be put up under special brand names. Latest estimate of California crop is 12,500 tons of which 2,000 will be stained, and balance first class. Output will be less than last year.

Spot supplies of all kinds light and prices steady. Primary markets strong.

In shell—	Per	lb.
Almonds, Formigetta	0 15	0 16
Almonds, Tarragona	....	0 17
Brazils	0 20	0 22
Filberts, Sicily	....	0 12½
Filberts, Barcelona	....	0 09½
Peanuts, green, per lb.	0 10½	0 11
Peanuts, roasted	0 12½	0 14
Pecans	0 14	0 16
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Grenoble	0 16	0 16½
Walnuts, Marbots	0 15	0 15½
Walnuts, Cornes	0 13	0 14
Shelled—		
Almonds	0 40	0 41
Filberts	....	0 27
Peanuts	0 09	0 10
Pecans	....	0 75
Walnuts	0 32	0 35

TOBACCO. — The Imperial Tobacco Company, as intimated in last week's issue, has sent out a new price list with figures, showing an advance of from 5 to 10 per cent. on most brands of cut tobacco and cigarettes.

In the case of one brand the increase was: 1-12 packs., 5-lb. boxes, from .97 to $1.03; in a second, ½-lb. tins, .83 to 91; 1-lb tins, .82 to .89; 1-10 packs., 5-lb boxes, .82 to .90; in a third, prices went up as follows: .81 to .87; .85 to .89; .82 to .87.

The advance in cigarettes was smaller, a box of 500 going up from $3.00 to $3.10; another of 600 from $3.78 to $3.90; a third from $3.93 to $4.12; a fourth from $3.00 to $3.07; a fifth from $4.10 to $4.20; and a sixth from $4.00 to $4.10.

DRIED FRUITS.—New crop table figs, 3 and 4 crown, arrived this week and sold at 12 to 12½ cents. Next shipment here shortly is quoted at 11 to 14 cents.

Valencia raisins are slightly easier, but Malagas firmer on reports from Spain that crop was much lighter than expected. Steamer with Persian dates will reach New York on Saturday. Prices on these will be rather easier.

Reports from California fix crop of

prunes at 85,000,000 lbs., of which 75,000,000 has already been sold for shipment. Some packers who had sold heavily have bought back many carloads, particularly large sizes, which are expected to be very high. Larger sizes of late have been disappointing in Oregon, but improvement noticeable in California. Europe has stopped buying owing to advance in price.

Increase in California Muskatel raisins is looked for.

In California demand for new peaches, in spite of lower prices, is very light. However, with apple crop short and dried apples so high, trade in peaches expected to liven up.

Apples, evaporated, new, per lb.	0 09	0 09½
Apples, evaporated, old, per lb.	....	0 08½
Apricots—		
Standard, 25 lb. boxes	0 16	0 18
Choice, 25-lb. boxes	0 18	0 20
Fancy	0 22	0 24
Candied Peels—		
Lemon	....	0 11
Orange	....	0 12
Citron	....	0 16
Currants—		
Filiatras, per lb.	....	0 06½
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	0 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ¼ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 07	0 07½
Package dates, per pkg.	0 06½	0 07½
Figs—		
Table figs, new, 3 and 4 crown	0 12	0 12½
Natural figs, in bags, lb.	0 05	0 07
Comadre figs, in taps, per lb.	0 04	0 04½
Elems, figs, in boxes, according to size, lb.	....	0 08
Peaches—		
Standard, 50-lb. boxes	....	0 08¼
Choice, 25-lb. boxes	....	0 08¾
Choice, 50-lb. boxes	....	0 08½
Raisins—		
Sultana, choice	0 10	0 12
Sultana, fancy	0 12	0 14
Valencia, new stock	....	0 08
Seeded, fancy, 1 lb. packets	....	0 09
Seeded, choice, 1 lb. packets	....	0 08¾

COFFEE.—In last three weeks prices on Brazils and other low-priced coffees have made aggregate advance of 2 cents a lb., and on higher grades of at least 1 cent.; and market on green coffees still advancing, better class coffees going up in sympathy with others. Roasted coffees are likely to advance to pretty nearly same extent, many jobbers think. Owing to stocks on hand, however, increase not likely to come into effect on roasted for some considerable time. Early in season buying was light, but now they are forced to it, and 287,000 bags were sold in New York on single day, a record on option market.

Coffee, Roasted—		
Bogotas	0 27	0 28
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 18	0 20
Santos	0 22	0 23
Chicory, per lb.	0 10	0 12

TEAS.—Market very firm, especially in Indians, which are likely to go still higher.

RICE AND TAPIOCA.—Prices are unchanged with demand slightly improved.

Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	....	0 05½
Patna, per lb.	0 05½	0 06½
Japan, per lb.	0 05½	0 08
Java, per lb.	0 06½	0 07
Carolina, per lb.	0 08	0 10
Sago—		
Brown, per lb.	0 04½	0 06
White, per lb.	....	0 05½
Tapioca—		
Bullet, double goat	....	0 09½
Medium pearl	....	0 05
Seed pearl	....	0 05½
Flake	....	0 09½

DRIED VEGETABLES.—With new crop coming in more freely prices dropped again in Canadian beans. Forecast of these supplanting imported this year seems likely to be fulfilled as quality continues excellent.

		Per bushel.
Beans—		
Austrian H. P.		2 25
Canadian, prime		1 90
Canadian, extra H. P.	2 15	2 25
Yellow eyes		3 25
Brown		2 75
Peas, Canadian, per bushel		2 60
Green, imported, bush.		2 60
Barley, pot		3 10
Barley, earl		4 75

CANNED GOODS.

MONTREAL.—Delivery of canned goods from wholesaler to retailer is progressing rapidly. The trade have now thoroughly digested the opening prices in late fruits and vegetables announced last week. Reports from coast continue to show salmon strength, and market may advance shortly.

Toronto, Oct. 16.—Salmon prices though advanced on coast 25 cents for B.C. sockeyes, have not been raised by wholesalers yet. They state that retailers are well stocked and provided for for some time to come. As intimated last week, pink salmon has been advanced on coast also, as pack was light. Increase amounts to 15 cents a case.

Trade well satisfied with business to date not only in salmon but in fruits and vegetables and most look for record sales.

VEGETABLES.

Ontario and Quebec Prices.

		Group A, per doz.
2'a Asparagus Tips	....	2 27½
2 s Asparagus Butts	....	1 42½
2's Beets, Sliced, Blood Red, Simcoe	....	0 97½
2's Beets, whole, Blood Red, Simcoe	....	0 97½
2's Beets, Whole, Blood Red, Rosebud	....	1 27½
3's Beets, Sliced, Blood Red, Simcoe	....	1 32½
3's Beets, Whole, Blood Red, Simcoe	....	1 37½
3's Beets, Whole, Blood Red, Rosebud	.. .	1 52½
3's Cabbage	....	0 97½
2's Carrots	....	0 97½
3's Carrots	....	1 27½
2's Peas, Standard, sieve 4	....	0 82½
2's Peas, Early Junes, sieve 3	....	0 85
2's Peas, Sweet Wrinkles, sieve 2	....	0 87½
2's Peas, Extra Fine Sifted, sieve 1	....	1 27½
Gals. Peas, Standards	....	4 02½
Gal. Peas, Early Junes	....	4 12½
Gal. Peas, Sweet Wrinkles	....	4 27½
2's Spinach	....	1 27½
3's Spinach	....	1 77½
Gals. Spinach	....	5 30
Beans—		Group A
2s, golden wax, midget, Arctic brand		1 15
2s, golden wax		0 85
3s, golden wax		1 22½
Gallon, golden wax		3 52½
2s, Refugee or Valentine (green)		0 85
3s, Refugee (green)		1 22½
2s, Refugee, midget, Auto brand		1 15
Gallons, Refugee		3 52½
(Group B is 2½c. doz less in each case.)		

FRUITS.

2's Black Cherries, pitted H.S.	....	1 92½
2's Black Cherries, not pitted H. S.	....	1 52½
2's Red, Ptd, Cherries, H.S.	....	1 92½
2's Not ptd., Red Cherries, H.S.	....	1 52½
Gals., Ptd., Cherries	....	8 52½
Gals. Not Ptd. Cherries	....	8 02½
2 s Cherries, White Ptd., H.S.	....	1 92½
2's Cherries, White, Not Ptd., H.S.	....	1 52½
2's Black Currants, H.S.	....	1 92½
2's Preserved, Black Currants	....	2 27½
Gals. Black Currants, Standard	....	5 27½
Gals. Black Currants, Solid Pack	....	8 27½
2's Red Currants, H.S.	....	1 92½
2's Red Preserved Currants	....	2 27½
Gal. Red Currants, Standard	....	5 27½
Gals. Red Currants, solid pack	....	8 27½
2'a Gooseberries, H.S.	....	1 77½
2's Gooseberries, Preserved	....	2 02½
Gals. Gooseberries, Standard	....	7 02½
Gals. Gooseberries, solid pack	....	8 77½
2's Pineapple, sliced, H.S. White Bahama	....	1 92½
2's Pineapple, grated, H.S. White Bahama	....	1 47½
2's Pineapple, whole, H.S., White Bahama	....	1 92½
3's Pineapple, whole, H.S. White Bahama	....	2 47½
2's Rhubarb, Preserved	....	1 52½
3's Rhubarb, Preserved	....	2 27½
Gals. Rhubarb Standard	....	3 52½
2's Strawberries, H.S.	....	1 92½
2's Strawberries, Preserved	....	2 27½
Gals. Strawberries, standard	....	7 52½
Gals. Strawberries, solid pack	....	9 77½
(Group B is 2½c doz. less in each case.)		
Lawtonberries—		
2s, blackberries, H.S.		**1 92½**
2s, preserved		**2 12½**
Raspberries—		
2s, black, H.S.		**1 92½**
2s, black, preserved		**2 12½**
Gals., black, standard		**7 02½**
Gals., black, solid pack		**9 27½**
2s, red, H.S.		**1 92½**
2s, red, preserved		**2 12½**
Gals., red, standard		**7 27½**
Gals., red, solid pack		**9 27½**
Group B, 2½ cents less per dozen.		
Salmon—		
Fraser River Sockeyes—		
1 lb. talls, dozen	1 90	1 95
1 lb. flats, dozen	2 02½	2 07½
½ lb. flats, dozen	1 22½	1 27½
Northern River Sockeyes, dozen	....	1 90
Red Springs, dozen	....	1 80
Cohoes, dozen	....	1 45
Pinks, dozen	....	1 00

VEGETABLES.

Beans—	
2's Crystal wax	$ 95
2's Lima	1 17½
2's Red kidney	97½
Cauliflower—	
2's	1 37½
3'c	1 77½
Corn—	
2's	92½
2's Fancy	1 02½
Gals., on cob	4 52½
Parsnips—	
2's	97½
3's	1 17½
Pumpkin—	
2's	50
2½'s	72½
3's	82½
Gals.	2 27½
Sauerkraut—	
2½'s, Simcoe	92½
3's, Simcoe	97½
Gals., Simcoe	2 77½
Squash—	
3's	97½
Gals.	2 77½
2's Succotash	97½
Tomatoes—	
2's	97½
2½'s	1 05
3's	1 15
Gals.	3 25½
Turnips, 3's	97½
Apples—	
3's, Standard	97½
3's, Preserved	1 47½
Gals., Standard	2 42½
Gals., Preserved	4 02½
Blueberries—	
2's (Huckleberries) standard	1 47½
2's (Huckleberries) preserved	1 77½
Gals. (Huckleberries) standard	6 52½
Grapes—	
2's, white, Niagara, preserved	1 37½
Gals., white, Niagara, standard	3 27½
Lawtonberries, gals., standard	7 02½
Peaches—	
2's white, heavy syrup	1 27½
2½'s white, heavy syrup	1 77½
3's white, heavy syrup	1 87½
1½'s yellow, flats, heavy syrup	97½
2's yellow, heavy syrup	1 27½
2½'s yellow, heavy syrup	1 77½
3's yellow, heavy syrup	1 87½
3's yellow, whole, heavy syrup	1 52½
3's pie, not peeled	97½
3's pie, peeled	1 27½
Gals., pie, not peeled	2 52½
Gals., pie, peeled	3 77½
Pie fruits, assorted, gals. (add 5 per cent.)	....
Pears—	
2's Bartlett, heavy syrup	1 52½
2½'s Bartlett, heavy syrup	1 77½
3's Bartlett, heavy syrup	2 02½
2's Flemish beauty, heavy syrup	1 47½
2½'s Flemish beauty, heavy syrup	1 72½
3's Flemish beauty, heavy syrup	1 97½
2's Keiffers, heavy syrup	1 27½
2½'s Keiffers, heavy syrup	1 52½
3's Keiffers, heavy syrup	1 77½
2's light syrup, globe	97½
3's light syrup, globe	1 37½
3's pie, not peeled	97½
3's pie, peeled	1 27½
Gals., pie, not peeled	2 52½
Gals., pie, peeled	3 77½
Pineapple, sliced, 2's	2 00
Plums—	
2's, Damson, light syrup	87½
3's, Damson, light syrup	1 27½
2's, Damson, heavy syrup	97½
3's, Damson, heavy syrup	1 37½
Gals., Damson, standard	2 77½
2's, egg, heavy syrup	1 07½
2½'s, egg, heavy syrup	1 37½
3's, egg, heavy syrup	1 47½
2's, green gage, light syrup	97½
2's, green gage, heavy syrup	1 07½
3's, green gage, light syrup	1 37½
3's, green gage, heavy syrup	1 47½
Gals., green gage, standard	3 02½
2's, Lombard, light syrup	87½
2½'s, Lombard, light syrup	1 07½
3's, Lombard, light syrup	1 27½
2's, Lombard, heavy syrup	97½
2½'s, Lombard, heavy syrup	1 27½
3's, Lombard, heavy syrup	1 37½
Gals., Lombard, standard	2 77½

MANITOBA MARKETS.

POINTERS—

Coffees—Firmer.
Sugars—Decline 10 cents.
Maple Syrup—Weaker.
Soda and Cream of Tartar—Up.
Valencia Raisins—New crop prices.

Winnipeg, Oct. 15.—The business situation in West is now on sound, healthy basis and in all lines of trade there is seasonable activity—no boom, but a good substantial movement. The high quality of this season's crop is giving farmers a fair return for their labor and a large amount of money from crop returns is now in circulation. Collections are gradually improving.

There are some important changes to note in prices throughout the lists and they should be carefully examined.

Among articles not listed, tobaccos are higher and baking powders, cream of tartar and sodas are all stiffer in price.

SUGARS.—A reduction of from ten to fifteen cents per cwt. on sugar was hardly expected but is now in effect. There is still a good demand for this commodity but not as strong as at beginning of month.

	Per cwt. in bbls.
Sugar, Eastern—	
Extra standard granulated	4 95
Extra ground or icing	5 55
Powdered	5 35
Lumps, hard	5 85
Montreal yellow	4 55
Sugar, Western—	
Extra standard granulated	4 95
Yellow sugar, No. 1	4 55
Yellow sugar, No. 2	4 40
Yellow sugar, No. 3	4 30
Bar sugar	5 10
Icing sugar	5 30
Powdered sugar	5 10
H. P. lumps	5 80
Sugar packed in 100 lb. sacks 5c per 100 lbs. less.	

SYRUPS.—A slight error in figures on ten and five pound tins of corn syrup is corrected in the list below. Maple syrups are a little easier being down $1.00 per case of 24 quarts.

Corn Syrups—		
Barrels, per 100 lbs.	....	4 25
Cases, 20-lb. tins, ¼ doz. in case	....	2 77
Cases, 10-lb. tins, ½ doz. in case	....	2 76
Cases, 5-lb. tins, ½ doz. in case	....	2 88
Cases, 2-lb. tins, 2 doz. in case	....	2 48
Molasses—	Per gal.	
Barbadoes	0 45	0 60
New Orleans	0 33	0 35
Maple Syrups—	Per case.	
Imperial quarts, case 2 doz.	....	5 20
Imperial ½ gals., 1 doz.	....	4 75

DRIED FRUITS.—First of new season's crop of Valencia raisins is now to hand. Prices are easier. Business in dried fruits should now begin to show improvement especially as both apples and oranges are high in price.

		Per lb.
Apricots—		
Choice	....	0 16½
Standard	....	0 16
Slab	....	0 11½
Currants—		
Dry clean	....	0 07½
Washed	....	0 07¾
1 lb. package	....	0 08¾
2 lb. package	....	0 17¾
Figs, Cooking—		
Choice, boxes	....	0 06¼
Half boxes	....	0 06½
Half bags	....	0 05¼
Nectarines	....	0 11½
Prunes, in 25-lb. boxes—		
90 to 100	....	0 06⅜
80 to 90	....	0 06⅞
70 to 80	....	0 07½
60 to 70	....	0 08⅜
50 to 60	....	0 10¼
40 to 60	....	0 12
Raisins, Valencias—		
Fancy, off stalk, 28s, per box	....	2 20
4 crown layers, 28s, box	....	2 40
4 crown layers, 14s, box	....	1 25
4 crown layers, 7s, box	....	0 65
Raisins, Sultanas—		
Californias	....	0 09¾
Smyrnas	....	0 14

COFFEES AND TEAS.—Although no change is yet announced locally a stiffening up of prices in coffee is anticipated at no distant date. Prices are now the lowest in a long period.

		Per lb.
Coffee—		
Rio, No. 5, green	....	0 12½
Rio, roasted	....	0 17¼
Santos, green	....	0 16
Santos, roasted	....	0 21
Chicory, per lb.	....	0 11¼
Teas—		
China, blacks, choice	0 25	0 40
India and Ceylon, choice	0 32	0 49
Japans, choice	0 35	0 45

NUTS.—Shelled almonds are 3 cents per lb. and Sicily filberts have advanced 1¼ cents. An advance in Brazils is not improbable.

		Per lb.
In shell—		
Almonds, Tarragona	....	0 16¼
Brazils	0 18	0 19
Filberts, Sicily	....	0 12¾
Peanuts, Jumbos, roasted	....	0 13
Peanuts, choice, roasted	....	0 11
Pecans	....	0 22
Walnuts, Grenoble	....	0 16
Walnuts, Marbot	....	0 13½
Shelled—		
Almonds	....	0 41
Walnuts	....	0 31

BEANS.—The only line of beans on market are Austrian hand picked which are quoted at $2.65 per bushel. There is much interest in the Ontario crop, prices on which should be announced shortly.

Beans—		
Austrian, hand picked	....	2 65
Peas—		
Split peas, sack, 98 lbs.	..	3 85
Whole peas, bushel	2 75	2 65
Barley—		
Pot, per sack 98 lbs.	....	3 45
Pearl, per sack 98 lbs.	....	4 75

SASKATCHEWAN MARKET.

By Wire.

Regina, Oct. 15.—Markets this week are steady. New prices on Eastern canned goods have been received, and are among the most interesting topics in the trade. Starch has advanced ¼c and ½ c, due to strength in United States corn prices. Eggs are firmer, and flour lower. Prices on new dried fruits are gradually drifting in, and are eagerly awaited. Prunes are likely to be high as well as California raisins. Valencias, however, are below opening prices year ago.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 22¾	0 23
Butter, creamery, per lb.	0 30	0 31
Corn, standard, per 2 dozen	2 05	2 10
Cheese, per lb.	0 16	0 16¼
Eggs, per dozen	0 30	0 31
Lard, 3's, per case	8 25	8 33
Lard, 5's, per case	8 15	8 23
Lard, 10's, per case	8 05	8 15
Lard, 20's, each	2 65	2 85
Flour and Cereals—		
Cornmeal. 24s. 67¾c; 29s. $1.20-$1.25; 10-10s, $2.55-$2.75; 49s, $1.35; 98s	....	2 44
Flour, 24s, $2.85-$3; 49s, $2.80-$2.95; 98s	2 75	2 90
Rolled oats, 10-8s. $2.35-$2.36; 20s, 55-56c; 40s, 99c-$1.00; 80s	2 05	2 10
General—		
Coffee, ground, Rio	....	0 17¼
Evaporated apples, per lb.	....	0 09
Dried peaches, 25s	....	0 09
Dried peaches, 10s	....	0 09
Raisins, muscatels, 50s	....	0 08
Raisins, muscatels, 25s	....	0 08¼
Potatoes. per bushel	....	0 50
Beans, Ontario, per bushel	2 00	2 10
Beans, Hungarian, per bushel	2 45	2 65
Raisins, seeded, per lb.	0 06½	0 08¼
Rice, per cwt.	4 35	4 40
Sugar, standard, gran., per cwt.	....	5 27
Sugar, yellow, per cwt.	....	4 87
Starch, standard, per case	....	2 80
Canned Goods—		
Corn, standard, per 2 dozen	....	2 25
Peas, standard, per 2 dozen	2 00	2 05
Tomatoes, standard, per dozen	2 85	2 86
Salmon, Sockeye, 4 doz. case	....	7 60
Starch—		
Laundry, 1s	....	0 08½
Corn, 1s	0 07	0 08⅜

NEW BRUNSWICK MARKETS.

By Wire.

St. John, Oct. 15.—There are several changes to report in market. Fall business is encouraging, particularly the province trade. Crops have been good, and collections slightly better. Cornmeal is firm and rolled oats show steadiness. Flour is lower; the provision market steady, with pork a little higher, and lard easier. Vegetables are plentiful, with heavy exportations, particularly in potatoes. Opening prices have been received on late vegetables and fruits, and all are lower in price.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	0 16	0 16½
Bacon, American clear, per bbl.	25 50	27 50
Pork, domestic, mess, per bbl.	....	29 50
Butter, dairy, per lb.	....	0 25
Butter, creamery, per lb.	0 26	0 28
Cheese, new, per lb.	0 14¾	0 15
Eggs, in case, 29-30c; hennery	0 32	0 34
Lard, compound, per lb.	0 11¼	0 11½
Lard, pure, per lb.	0 15¼	0 15½
Flour and Cereals—		
Buckwheat, W., grey, per bag	2 75	2 85
Cornmeal, gran., $5.50; bbls., $3.85; bags	....	1 85
Flour, Manitoba, per bbl.	....	6 25
Flour, Ontario, per bbl.	....	5 60
Rolled oats, per bbl.	....	5 40
Oatmeal, standard, per bbl.	....	5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Potatoes, barrel	....	1 50
Sugar—		
Standard granulated	....	4 60
United Empire	....	4 50
Bright yellow	....	4 30
No. 1 yellow	....	4 10
Paris lumps	....	5 75
Molasses, Barbados, fancy	0 38	0 39
Currants, 1s, per lb.	0 07¾	0 08
Raisins, California, seeded	0 08¾	0 09½
Rice, per cwt.	3 60	3 70
Beans—	Per bushel.	
Canadian white	2 35	2 40
Austrian	2 50	2 65
Yellow eye	3 75	3 80
Canned Salmon—	Per 4 doz. case	
Pinks	4 25	4 75
Cohoes	7 40	7 60
Red spring	8 25	9 25
Canned Fruits and Vegetables—		
Beans, baked	1 30	1 35
Beans, string	0 85	0 87½
Corn, dozen	0 92½	0 95
Peas, No. 4	0 82½	0 85
Peas, No. 3	0 85	0 87½
Peas, No. 2	0 87½	0 90
Peas, No. 1	1 27½	1 30
Peaches, 2's, dozen	1 30	1 32½
Peaches, 3's, dozen	1 95	1 97½
Raspberries, dozen	1 97½	2 00
Strawberries	1 97½	2 00

Following items are from Canadian Grocer of October 20, 1893:—

"Potatoes are a little scarce. Car lots are being purchased at 50c per bag on the track. Jobbers are selling delivered at 62c."

* * *

"A well known grocer is reported to have sent 50c to New York to find out how to keep butter from becoming strong at this season of the year, and received the following reply: 'Eat it.' "

FLOUR and CEREALS

Easier Feeling in Flour and Ceaeals

Continued Decline in Wheat and Corn is Cause —Export Demand Awaits Market Reaching Rock Bottom — Mild Weather Hard on Mill Feeds.

Quietness reigns in flour, cereal and mill feed markets. In former, this is due to lessened export demand on account of falling wheat prices and heavy shipments from Black Sea with favorable reports from Argentine. Snow's report placed winter wheat total for world at 524,149,000 bushels, and spring, 257,760,000, a total of 781,909,000, or 40,253,000 bushels more than last year. Shipments to Europe in addition were 14,160,000 bushels for week, compared with 12,708,000 one year ago. Again, world's shipments to Europe since July 1 were 265,336,000, compared with 235,992,000 last year (taking Argentina since first of January in each case.) On Toronto exchange on Wednesday of this week, December wheat reached within 1 cent of lowest last year, while in Chicago, December wheat closed at 85, or 9 cents less than year ago; and in Winnipeg at 80c, or 8½ less than on same date last year.

This situation, viz., steadily falling market, made large purchases out of question, retailers looking for further drop. Prices, however, are still unchanged, as almost same conditions apply to winter wheat flour as to Manitoba.

MONTREAL.

FLOUR.—Late last week demand for both local and country account had improved but conditions with constant decline in wheat, became less healthy in tone and export demand dropped off.

Manitoba Wheat Flour—		Car lots, in bags, per bbl.
First patents	....	5 40
Second patents	....	4 90
Strong bakers'	....	4 70
Flour in cotton sacks, 10 cents per barrel more.		
Winter Wheat Flour—		
Fancy patents	....	5 00
90 per cent.	....	4 90
Straight roller	....	4 70
Blended flour	4 80	5 00

CEREALS.—Easier feeling reported in all cereal markets, although shipments of corn are still far behind orders. Argentine is well liked and selling around 79 cents. This will tend to keep prices down.

Cornmeal—		Per 98-lb. sack
Kiln dried	....	2 60
Softer grades	....	2 50
Rolled Oats—		90s, in jute.
Small lots	....	2 22½
25 bags or more	....	2 12½
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—Fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.		
Rolled wheat—		100-lb. bbls.
Small lots	....	2 85
Hominy, per 98-lb. sack	2 40	2 75

MILL FEEDS.—Open weather has had effect on mill feeds and bran and shorts are far easier than for many weeks past. If conditions continue, quotations will soon be reduced.

Mill Feeds—		Car lots, per ton
Bran	....	22 00
Shorts	....	24 00
Middlings	....	26 00
Wheat moulee	....	28 00
Feed flour	....	34 00
Feed cornmeal, per cwt.	....	1 85

TORONTO.

Flour.—Business very quiet in flour as buying is confined chiefly to immediate demand. All are waiting until wheat appears to have reached bottom. Export demand quiet for same reason.

Manitoba Wheat Flour—		Small lots, in jute bags per bbl.
First patent	....	5 30
Second patent	....	4 70
Strong bakers'	....	4 50
Flour in cotton sacks, 10c per bbl. more.		
Winter Wheat Flour—		
Fancy patents	4 70	4 90
90 per cent.	4 40	4 50
Straight roller	4 50	4 60
Blended flour	4 70	4 85

CEREALS.—Recent declines in cornmeal have forced easier feeling on market in spite of shipments being very slow and long overdue. It is felt, however, improvement will soon take place and many look for cornmeal to ease off. One miller stated that prices of corn were only one-eighth higher than year ago, but cornmeal more than one-eighth, so he thought it due in few weeks for slight decline. Argentine corn is invading States and this tends to bring down prices, and mild weather also has effect. Few weeks ago corn was almost 20 cents above last year, but on Wednesday this had fallen to 14¼ cents for December.

Rolled oats are also easier and some millers are selling at $2.10 instead of $2.12½. Demand, however, keeps very steady and portion of mills working night and day.

Cornmeal, per 98 lb. bag—		
Kiln dried, 25 bag lots	2 20	2 30
Rolled oats, per 90 lb. sack, in jute—		
Small lots	2 22½	2 25
25 bags to car lots	2 12½	2 17½
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal, standard and granulated, 10 per cent. over rolled oats in 90 S, in jute.		
Rolled Wheat—		
50 lb. boxes	....	1 45
100 lb. barrels, small lots	2 80	2 90
100 lb. barrels, 5 bbl. to car lots	2 70	2 80
Split peas, 98 lb. bags	....	3 00

MILL FEED.—Drop in corn and continuance of mild weather have knocked all firmness out of feeds and many sales are being made at 1c to 2c below quotations. If weather keeps warm long all are due for a drop.

Mill Feeds—		Car lots, per ton.
Bran	....	22 00
Shorts	....	24 00
Middlings	....	26 00
Wheat moulee	....	28 00
Feed flour, per bag	....	1 70

WINNIPEG.

FLOUR AND CEREALS.—As forecast in Grocer during past two issues flour prices are easier. There are no other changes to note. There is good domestic and some export demand.

Flour, Manitoba Wheat—		Per bbl.
Best patents	....	5 50
Second patents	....	5 00
First clears	....	4 20
Low grade	2 90	3 10
Jute bags, 10 cents less.		
Cornmeal, 98s	....	1 95
Rolled oats, 80s	....	1 65
Oatmeal, granulated, 98s	....	2 15
Wheat granules, bale, 16-60	....	3 25

* * *

BRAZIL COFFEE'S BIG LEAD.

The Department of Commerce of the United States reports the following imports of coffee for the year ending June 30, 1913:—

	Pounds.	Per Ct. Total.
Brazil	639,262,011	74.0
Columbia	89,684,514	10.4
Venezuela	49,671,060	5.8
Cen. Am. States	32,172,524	3.7
Mexico	26,121,439	3.0
Europe	9,112,643	
East Indies	7,559,765	
West Indies	4,110,032	3.1
Other Asia and Oceanica	4,083,462	
Other countries	1,353,307	
Total	863,130,757	100.0
Exports coffee	3,944,139	
Net imports	859,186,618	
From Hawaii	2,149,875	
To Hawaii	71,573	
Net from H'w'i——	2,078,302	
Net from Porto Rico	773,626	
	862,038,546	
Shipments to Philippines	1,202,474	
Net imports to U.S.	860,836,072	
Net imports 1911-12	845,714,479	
Net imports 1910-11	842,388,943	

FRUIT & VEGETABLES

General Advances Recorded in Fruit Prices

Nearing End of Season—Apples, Cantaloupes, Bananas, Cranberries and Oranges Are Higher—New Brunswick Potatoes a Shade Higher—Turnips, Beets and Carrots Lower.

MONTREAL.

GREEN FRUITS.—Niagara grapes, cantaloupes and blueberries are practically off market, as are St. Lawrence apples and Florida limes. Other lines coming in slowly but sufficient to maintain prices almost unchanged.

Apples, Canadian, per bbl.—		
Alexanders and other Falls, No. 1	5 00	6 00
No. 2s, all grades, 75-$1 less than No. 1s.		
Bananas, crate	2 00	2 75
Cranberries, Cape Cod, bbl.	8 00	9 00
Grapes, Tokay, 25-lb. box	2 25	2 50
Grapes, Niagara, 6-qt. bkt.	....	0 24
Grapes, Red Rogers, 6 qt. bkt.	....	0 27
Grapefruit, Jamaica, 54s, per case	....	5 00
Lemons, Verdelli, case	....	3 50
Oranges—		
Jamaicas, 126s to 250s	....	3 00
Late Valencias	7 00	7 50
Pears, Gifford, Canadian, 11-qt. bkt.	....	0 50
Pears, Gifford, Canadian, 8-qt. bkt.	....	0 30
Pears, Gifford, Can., per bbl	....	5 00
Pears, Oregon, box	....	3 25
Pears, Bartlett, Can., per bbl	....	6 00
Pears, Winter, 11-qt. .....bkt.	....	0 50
Peaches, Freestone, 11-qt. bkt., No. 1	....	0 50
No. 2	....	0 40
Peaches, Freestone, 6-qt. bkt. No. 1	....	0 30
No. 2	....	0 25
Peacbes, Crawfords and Elberta, California, box	....	1 25
Plums—		
Blue, Canadian, 11 qt. bkt.	....	0 60
Yellow, Canadian, 11 qt. bkt.	....	0 40
Green gages, Canadian, 11 qt. bkt.	0 40	0 50

VEGETABLES. — Canadian cucumbers are almost done but Americans expected soon. Advance in green peppers of 50 cents and red are up 60-70 cents. Spanish onions advanced 25-50 cents a case as supplies of late have been very scarce.

Cabbage, per doz.	0 35	0 50
Celery, per doz. heads	0 35	1 00
Corn, per dozen ears	....	0 50
Cucumbers, per dozen	....	0 15
Egg plant, basket of 12	....	0 75
Garlic, per lb.	....	0 10
Onions—		
Spanish, per case	3 25	3 50
Spanish, half case	....	1 75
Red Danvers, 75-lb. bag	2 00	2 25
Peppers, green, 11-qt. bkt	....	1 00
Peppers, red, 11-qt. bkt.	...	1 50
Potatoes—		
Green Mountains and Quebecs, per lb	....	0 01
Potatoes, sweet, per bbl.	....	4 50
Potatoes, sweet, Jersey, hpr	1 50	1 75
Turnips, Quebec, bag	....	1 25
Tomatoes, 11-qt. bkt.	....	0 35
Tomatoes, box 33 lbs.	1 00	1 50

TORONTO.

GREEN FRUIT.—When a fruit commission dealer is seen walking leisurely along street during noon hour, it is sure sign that business is slackening. In about ten days, wholesale marketplace will be deserted, as peaches, grapes, plums, pears, etc., will be over for year.

Prices generally were higher this week, including apples. bananas, cranberries, cantaloupes and oranges. Snow apples were coming in fairly freely and went at 3.50—4.00 barrel for fine handpicked. When spies reach market fancy prices are predicated. Niagara grapes were scarce, and concords, in large quantities, sold easier at 20-22½. Peaches were scarce, as were plums and pears.

Among imported fruits bananas jumped on retreat of peaches. Cranberries advanced to $8.50 a barrel and promise to be higher. Oranges also are up as season is near end. Limes will soon be off market as their run is summer one.

CANADIAN.

Apples—		
Snows, hand picked, bbl.	3 50	4 00
St. Lawrence, bbl.	3 25	3 75
Wealthy, bbl.	2 75	3 25
Cooking, bbl.	2 25	2 75
Snows, St. Lawrence, etc., bkt.	0 30	0 35
Crabs, bask., 40-60c; bushel	....	1 40
Grapes—		
Concord, basket, 6-qt.	0 20	0 22½
Niagara, basket, 6-qt.	0 22½	0 27½
Cantaloupes, basket	0 40	0 60
Cantaloupes, crate	0 50	0 70
Peaches, large basket	0 35	0 55
Peaches, small basket	0 20	0 25
Pears, Bartlett	0 35	0 50
Plums, green, blue	0 30	0 40

IMPORTED.

Apples, Jonathans, case, fancy, $2.50; extra	....	2 75
Bananas, per bunch	1 75	1 90
Cranberries, bbl.	8 00	8 50
Cranberries, box	3 00	3 25
Grapefruit, Jamaica, case	5 00	5 50
Grapes, Tokay, case	2 25	2 50
Grapes, Malaga, case	5 00	6 00
Oranges,, California Valencias	6 00	6 25
Limes, box of 100	0 75	1 25
Lemons, Verdelli	4 75	5 00
Peacbes, California	....	1 25
Pears, California, ½ case, $2.25; case	....	4 00
Plums, California	1 50	2 00
Quinces	....	0 65

VEGETABLES.—Tomatoes look lonely on market these days but prices remain down owing to local distribution. Potatoes continue of good quality, with New Brunswicks having shade in price on Ontario's this week, in face of impending shadow of U. S. demand. Corn is getting very scarce and good ears brought 17 cents. Cauliflower is fairly plentiful at $1.10 a dozen for large sizes. Turnips are coming in, and beets and carrots fairly plentifully in bag lots at 90 cents.

Beets, Canadian, per bag	....	0 90
Cabbage, case	....	1 00
Carrots, Canadian, bag	....	0 90
Cauliflower, dozen	....	1 10
Squash, bb.l	....	1 50
Sweet potatoes, hamper	....	1 50
Potatoes, Ontario, per bag	....	0 90
Potatoes, New Brunswick, bag	0 90	0 95
Sweet potatoes, bbl.	....	4 25
Parsley, bkt.	0 30	0 40
Green peppers	0 25	0 30
Red peppers	0 30	0 40
Citron, bkt., 20 to 25c; crate, each	0 06	0 07
Corn, dozen	0 15	0 17
Cucumbers, Canadian, basket	0 30	0 45
Egg plant, basket of 12	0 30	0 40
Gherkins, 6-qt. basket	0 75	1 25
Mushrooms, per lb.	..	0 75
Onions—		
Spanish, crate	3 00	3 25
Silver skin, pickling, bkt	1 50	1 75
Large cooking, bag	....	1 75
Celery, domestic, doz.	0 20	0 25
Tomatoes, Canadian, basket	0 25	0 30
Tomatoes, bushel	....	0 45
Tomatoes, green, basket	....	0 20
Turnips, bag	....	0 50
Vegetable marrow	0 15	0 25
Water cress, domestic, 11-qt. basket	0 50	0 60

WINNIPEG.

FRUITS AND VEGETABLES.—Potatoes are generally down 5 cents per bushel and market is heavy and over supplied. Peaches and plums are nearly finished. Ontario grapes firm and reported scarce.

Apples, box	...	2 25
Apples, Ontario, bbl.	5 00	5 25
Cranberries, Cape Cod, bbl.	....	10 00
Potatoes, loads	....	0 35
Potatoes, car lots	0 32	0 35
Tokay grapes, case	....	3 00
Ontario grapes, basket	....	0 38
Grape fruit, Florida, case	....	7 00
Cocoanuts, dozen	....	1 25
Washington plums, crate	1 00	1 25
Washington peacbes, crate	....	1 25
Washington pears, crate	....	3 50
Bananas, per bunch	2 50	3 50
Californian lemons, crate	....	10 00
Messina lemons	....	7 50
Valencia oranges	6 50	7 00
Evaporated cranberries	....	3 50
Imported honey, box	....	5 50
Ontario tomatoes, basket	....	0 75
Ontario pears, basket	....	0 75
B. C. crab apples, basket	....	2 25
Valencia onions, 140-lb. crate	....	3 75
Spanish onions, 40-lb. crate	....	1 75

OYSTER RECIPES

The following are tested recipes for oysters that might be passed along to customers:—

Fried Oysters.

Take one pint large oysters and cover with rolled cracker crumbs seasoned with salt and pepper. Let them stand half an hour and then roll again in meal. Fry brown in deep olive oil, lard or butter.

Philadelphia Fry.

Take one pint large oysters, dry and dip in a rich mayonaise dressing. Dip them in cracker crumbs and then again in the dressing, rolling them a second time in the cracker crumbs. Fry brown in deep olive oil, lard or butter. Do not handle the oysters more than you have to and be sure to have your fat or olive oil very hot.

Oyster Pot Pie.

Put one pint oysters, with cup of water, into saucepan. Put on stove and heat slowly, adding one tablespoonful of butter, one tablespoonful of sherry, salt and cayenne. Thicken with a little flour and allow to cook six minutes, stirring gently. Have ready light biscuit dough, cut into small squares, drop them in and boil until they are cooked through. If preferred, this dish may be baked in the oven, with a top crust.

PRODUCE & PROVISIONS

Bacon and Hams Down: Butter Easier: Eggs Up

Further Decline in Hogs to $8.25 in Toronto — Products Drop Half a Cent as Result—Cheese Down ¼ — Few Turkeys, but Plenty of Geese for Thanksgiving.

This week's market in provisions is truly a declining one. Drop in hogs, repeated once again, has carried hams and bacon down ½ cent in every case. Butter is easier; cheese is ¼ cent lower, and honey, subdued at last by buyers' frigid attitude, took another descent. Eggs alone upheld dignity of provision market, and were firmer, decidedly firmer, to extent of couple of cents. Tariff so far has not influenced this market appreciably, for hogs and eggs and even butter are higher in United States, and supply of butter on hand at present is ten million pounds above this time last year.

View expressed in Canadian Grocer last week that West would be shipping hogs to East before Christmas is confirmed this week by another large packer.

"Shipments West have ceased," he said, "and in very short time we will be forced to bring in hogs from Western provinces. Only limit to this would be in case Western United States packers find it profitable to ship Canadian hogs South, in which case supply to go East would be cut off pretty well. Of course, it is conceivable that Eastern farmers will give us larger supply, but not likely. This reversal of conditions between ourselves and Western Canada is result of Western farmers going into stock-raising more extensively—a very gradual movement—instead of mining land with wheat crops. Years ago some rough cattle came down here, but were not what we wanted, and since then no shipments of any account have been made."

Following were transactions on Toronto Produce Exchange on Monday of this week:

BUTTER.—Dairy, 50 B. market print, 23½c, sold; reamery, 20 B. prints, finest pasteurized, 26½c, f.o.b., sold; 20 B. solids, finest past, 27c, not sold; 25 B. prints, finest past, 26½c, sold; 20 B. solids, May, 26c, not sold; 50 B. solids, June, 26½c, not sold.

EGGS.—400 crates st. c.c., f.c., 28½c, not sold.

CHEESE.—50 light, Sept. 1913, 13½c, not sold; 26 light, Sept., 1913, 13¼c, sold.

MONTREAL.

PROVISIONS.—Continued decline in hogs has brought drop in hams and bacon of ½ cent in nearly all lines. Pure lard is a little easier.

Hams—		Per lb.
Light, under 12 lbs.	....	0 20
Medium, 12 to 20 lbs.	....	0 19½
Large, 20 to 40 lbs.	....	0 19
Backs—		
Plain, bone in	....	0 23½
Boneless	....	0 26
Peameal	....	0 26
Bacon—		
Breakfast	0 20	0 21
Roll	....	0 17
Shoulders, bone in	....	0 16
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled	0 30	0 30½
Hams, roasted	....	0 31
Shoulders, boiled	....	0 27
Shoulders, roasted	....	0 28
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—		Per bbl.
Heavy short cut mess	....	30 00
Heavy short cut clear	....	30 00
Clear fat pork	....	28 00
Clear pork	....	26 50
Lard, Pure—		Per lb.
Tierces, 375 lbs. net	....	0 14½
Tubs, 50 lbs. net	....	0 14½
Boxes, 50 lbs. net	....	0 14½
Pails, wood, 20 lbs. net	....	0 14¾
Pails, tin, 20 lbs. gross	....	0 14½
Cases, 10-lb. tins, 60 in case	....	0 15
Cases, 3 and 5-lb. tins, 60 in case....	....	0 15¼
Bricks, 1 lb. each	....	0 15¾
Lard, Compound—		
Tierces, 375 lbs. net	....	0 10½
Tubs, 50 lbs. net	....	0 10¾
Boxes, 50 lbs. net	....	0 10½
Pails, wood, 20 lbs. net	....	0 11
Pails, tin, 20 lbs. gross	....	0 10½
Cases, 10-lb. tins, 60 in case	....	0 11¼
Cases, 3 and 5-lb. tins, 60 in case....	....	0 11½
Bricks, 1 lb. each	....	0 12¼
Hogs—	Per cwt.	
Live, f.o.b.	8 75	9 00
Live, fed and watered	9 10	9 25
Dressed	13 25	13 50

BUTTER.—Owing to recent warm spell and consequent improvement in grass, market eased somewhat, and prices at country points dropped a shade. Offerings have been large and easiness expected to result in decline if present conditions continue.

Enquiries have been made for creamery from States, but no shipments reported yet, prices being about 1 cent too high. Stocks here are 28,500 packages heavier than year ago. Receipts from May 1 to October 9 have been 387,867 packages, compared with 375,291 in 1912. No shipments are being made West, different situation from year ago.

Butter—	Per lb.	
Creamery prints, fresh	0 29½	0 30
Creamery solids	....	0 29½
Dairy, prints or solids	0 23	0 24
Separator, prints or solids	0 23	0 24

EGGS.—Warm weather, as in butter, has had effect on egg business, which is not as brisk as week ago. Tone on local market, however, is slightly stronger, with reduced supply, and prices average 1 cent higher than week ago. American tariff will not affect trade for some time, as prices are higher here than in United States.

Eggs, case lots—	Per	dozen.
New laids	0 38	0 39
Selects	....	0 32
No. 1s	....	0 28
No. 2s	....	0 24
Splits	....	0 23
New laid eggs, in cartons	....	0 40

CHEESE.—Market continues fairly easy and prices are about ⅛c to ¼c lower. Demand from England has been pretty heavy, and this expected soon to counteract slight drop in prices. One hundred boxes were exported to Austria last week, and exports generally were higher than for some time, although about 1,000 boxes less than year ago.

Cheese, White or Colored—	New.	Old.
Large	0 14	0 15
Strong	....	0 16—0 17
Twins	0 14½	0 15
20 lb. new	0 15—0 15½	....
Stilton	.. .	0 17

HONEY.—Easier feeling as result of steady supply, but prices are unchanged yet.

Honey—	White Clover per lb.	Buckwheat per lb.
Barrels	0 12	0 09
Tins, 60 lbs.	0 12¼	0 09½
Tins, 30 lbs.	0 12½	0 09¾
Comb, 13-14 oz. section	0 20	0 15—0 16
Tins, 5 and 10 lbs.	0 13	0 10

TORONTO.

PROVISIONS.—Light hams dropped ½ cent to 20; medium and large followed suit and bacon was inclined to be even easier this week. Hogs are down to $8.25, 25 cents below last week, and 50 below two weeks ago. So far, United States tariff changes have not affected hog prices or situation here as quotations are higher in Canada than across line, unlike cattle conditions.

Hams—		
Light, per lb.	....	0 20
Medium, per lb.	....	0 19½
Large, per lb.	0 10	0 19
Backs—		
Plain, per lb.	....	0 23½
Boneless, per lb.	0 25	0 25½
Pea meal, per lb.	0 24	0 25
Bacon—		
Breakfast, per lb.	0 20	0 21
Roll, per lb.	0 16	0 16½
Shoulders, per lb.	0 14½	0 15
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 15½	0 16
Long clear bacon, heavy	0 15	0 15¼
Cooked Meats—		
Hams, boiled, per lb.	....	0 29
Hams, roast, per lb.	....	0 30
Shoulders, boiled, per lb.	....	0 22½
Shoulders, roast, per lb.	....	0 23½
Barrelled Pork—		
Heavy mess pork, per bbl.	24 00	25 00
Short cut, per bbl.	28 50	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 13¾	0 14
Tubs, 60 lbs., per lb.	0 14	0 14¼
Pails, 20 lbs., per lb.	....	0 14½
Pails, 3 and 5 lbs., per lb.	....	0 15¼
Bricks, 1 lb., per lb.	....	0 15½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10½
Tubs, 60 lbs., per lb.	0 10½	0 10¾
Pails, 20 lbs., per lb.	0 10¾	0 11

Hogs—		
F.O.B., live, per cwt.	....	8 25
Live, fed and watered, per cwt.	....	8 60
Dressed, per cwt.	11 75	12 25

BUTTER.—Market inclined to be easier after advance of week ago, result of slight reaction as prices are now regarded as rather high. Toronto market also influenced by drop in Montreal. New Zealand butter has reached Vancouver and from now on will hold field there as it is well-known dealers will pay 2 cents at least more for it than Eastern as it is all fresh grass butter, while other is storage. It is not believed it will come farther East and small shipments are being made from here to prairie provinces. Supply is more plentiful lately owing to mild weather. Some purchases have been made by U.S. dealers for future delivery, however, as supply there now is ample, 10,000,000 lbs. above corresponding date last year. Situation in Canada may be altered from another point if export of milk and cream should assume large proportions owing to being placed on free list. At present there is enough over there. Dealers are still chary of discussing tariff influences, preferring to wait until situation works itself out more definitely.

Butter—		
Creamery prints, fresh	0 27	0 29
Creamery solids	0 25	0 26
Dairy prints, choice	0 22	0 24
Dairy solids	0 20	0 22
Separator prints	0 23	0 26

EGGS.—It may safely be stated that most eggs in stores these days are storage. Few are coming along and all bring fancy prices, fresh laid selling retail at 40 to 45 cents. As result, storage eggs are selling freely and at 2 cents above last year at this time. Selects have gone up 1 cent; new laid in cartons show some advance, and even No. 2's and splits have become very valuable at 24 cents, increase of 2 cents in each case. No eggs are being sent over to States; few are being bought for Western account, but most large dealers there buy in spring in Chicago and store. Prices now at Chicago are several cents below Toronto market, but Canadian duty prevents importation to any extent, although a few carloads were brought in last year and sold, it is believed, at a loss.

''Egg market has not been in healthy condition for long time,'' complained a dealer to Canadian Grocer. ''We have had no market except locally; nothing to States or England or West. Merely transfer of stocks from one Eastern point to another.''

Eggs, case lots—	Per dozen.	
Selects	0 31	0 32
Selected, new laid, in cartons	0 34	0 36
Fresh gathered	0 27	0 28
No. 2's	....	0 24
Splits	....	0 24

CHEESE.—Lighter demand in Old Country made cheese easier this week. ''In fact it has been too high all summer,'' said a buyer. ''There is lots of old cheese, 1912, still on hand.'' Prices for new average ¼c less than last week.

Cheese—		
Old, large	0 14¾	0 15
Old, twins	0 15	0 15¼
New, large	0 14	0 14¼
New, twins	0 14½	0 14¾

HONEY.—Market broke this week with continued heavy supply. Buyers are pretty well stocked up and are selling fine clover in barrels as low as 9 cents. One Ontario dealer disposed of most of 1,000 dozen lot of comb at $2.40, and fine clover at that. Tin lots are down also around 10 cents.

Clover, bbls., per lb.	0 09	0 09½
60, 30-lb. tins, per lb.	....	0 10
10, 5-lb. tins, per lb.	....	0 10½
Buckwheat	....	0 07½
Comb	2 25	2 75

POULTRY.—Early Thanksgivings are hard on poultry trade and geese will supplant turkeys almost entirely this year. Dealers reported very little demand up to middle of this week for poultry and few young turkeys are offering. These will sell at about 22 cents wholesale, which will bring price to consumer over 25 cents, not an inviting prospect for grocer. Geese are coming in freely and can be had, dressed, from 13 to 15 cents, so that at 20 cents, profit is assured. Lot have been ready several weeks but holding off for Thanksgiving. Spring chickens will be high, around 18 to 20 cents wholesale, but supply is good.

Frozen Stock—		Per lb.
Turkeys, dressed	0 24	0 25
Fresh Stock—	Live.	Dressed.
Broilers, spring	0 13	0 15
Ducks, spring	0 12	0 15—0 16
Fowl	0 10	0 12
Chickens, spring, lb.	0 18—0 20	....
Geese	0 10—0 11	0 13—0 15
Turkeys, spring	0 17	0 22
Turkeys, old Tom	0 14—0 18	0 16—0 18

WINNIPEG.

PRODUCE AND PROVISIONS.—In dairy produce, butter and cheese are unchanged but prices are firm and further advances probable. Lard has advanced and eggs are still on up grade. Cured meats are in good demand and unchanged.

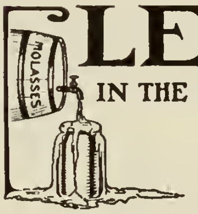
Cured Meats—		
Hams per ,b.	0 19	0 21½
Shoulders, per lb.	....	0 15½
Bacon, per lb.	0 20½	0 22½
Long clear, D.S., per lb.	....	0 13½
Mess pork, bbl.	....	28 00
Lard—		
Tierces, per lb.	....	0 13
50 lb. tubs	....	6 63
20 lb. pails	....	2 70
3 lb. tins, cases	....	8 40
5 lb. tins, cases	....	8 32
Butter—		
Creamery, per lb.	0 28	0 30
Dairy, per lb.	0 23	0 25
Cheese—		
Ontario, large, per lb.	....	0 16
Ontario, twins, per lb.	....	0 16¼
Eggs—		
Good eggs	....	0 25
Fresh gathered	....	0 35

SPLENDID HARVESTING WEATHER.

David Williams, of the MacLean Publishing Company's Western staff, writes from the centre of the great wheat growing district of Sask:

''The weather conditions here lately have been about all that could be desired, and farmers are getting their threshing done in fine shape. Grain, especially wheat, is pouring into the elevators, and is being loaded into cars over platforms at an unprecedented rate.

''The quality is also excellent. One large buyer told me to-day they were getting far more No. 1 than anything else. Owing to the splendid prairie roads this fall the task of hauling is not nearly so heavy as it has been the last two years, and grain growers who have to bring produce long distances are finding the roads a boon. So far there does not appear to be much evidence of crop shortage. The only drawback is the low price. Wet and damp grain is practcally unknown this fall. The effect upon general business is not very marked yet, but there is an improvement, and much confidence is felt for the immediate future. Another great advantage of the fine weather is the fact that farmers are getting on with their fall plowing rapidly, the ground being in excellent shape for it. This goes a long way if other conditions are favorable to ensure a large crop next year. The past two falls were unfavorable for plowing owing to the wet weather and the early heavy frosts.''



LEAKS IN THE GROCERY STORE

Overweight has been dealt with many times in this column but here is a case where dealers should be careful in not giving over measure.

Many of the so-called half pint, pint and quart paper pails hold more than the supposed quantity. Every time, therefore, such a pail is filled, over-measure is given: If this occurs, very often it will be seen that substantial losses will pile up during the year.

The importance of giving exact weight and measure and no more is readily seen. Once or twice would make little difference but when it occurs with every other sale, there is little wonder that net profits at the year end are not what had been anticipated.

CATALOGUES AND BOOKLETS.

Campbell Bros. & Wilson, Winnipeg, with the affiliated Western houses, have just issued a finely illustrated booklet, dealing with the Royal Shield Brand of goods which they manufacture. Pictures show the conditions under which the goods are made, and a good deal of information about the various lines is given.

FISH AND OYSTERS

Cooler Weather Needed for Oyster Week

Fish Sales Expected Between Oct. 20 and 25 if Temperature Drops—Tariff Influence Credited in Montreal—Whitefish up 3 Cents in Toronto—A Few Lobsters Arriving—Catches Small at Coast.

MONTREAL.

FISH.—Dealers here are of opinion that U.S. tariff will mean increase all around in prepared, pickled and salted fish between 5 and 10 per cent. On account of bad storms ocean fish have not been coming along in as good shape as hitherto, but this is only temporary interference.

Prices are firmer owing to tariff but hardly quotably so yet.

Fresh Fish—		
Bluefish, per lb.	0 15	0 16
Carp, 100 lb. boxes, per lb.	0 10	0 11
Cod, market, 250 lb. cases, per lb.	....	0 05
Doree, 100 and 150 lb. cases, per lb.	0 11	0 12
Flounders, per lb.	0 06	0 07
Frogs legs, large, per lb.	....	0 50
Frogs legs, small, per lb.	....	0 25
Haddock, per lb.	0 05	0 06
Halibut, per lb.	0 12	0 13
Herring, per 100 fish, large	....	3 00
Mackerel, 1½ lb. fish, each	....	0 15
Perch, dressed, per lb.	0 09	0 10
Pike, dressed, per lb.	0 08	0 09
Salmon, B.C., per lb.	0 13	0 15
Salmon, Gaspe, per lb.	0 18	0 20
Steak cod, per lb.	....	0 07
Smelts, per lb.	....	0 12
Sword fish, per lb.	0 09	0 10
Trout br,ook, per lb.	....	0 25
Trout, lake, per lb.	0 11	0 12
Turtles, small, per lb.	....	0 15
Whitefish, per lb.	0 12	0 13
Shell Fish, Fresh—		
Clams, per barrel	....	7 00
Crab meats, per gal.	....	2 50
Lobsters, live, per lb.	....	0 30
Lobsters, boiled, per lb.	....	0 32
Oysters, bulk, standards, per gal, $1.50; Selects	....	1 80
Oysters, solid meat, standards, per gal., $1.80; selects	....	2 00
Oysters, Cape Cod, shell	....	9 00
Oysters, Malpeques, shell	10 00	12 00
Periwinkles, per bushel	....	2 50
Prawns, per gal.	....	2 00
Scallops, per gal.	....	2 75
Shrimps, per gal.	....	2 00
Frozen Fish—		
Haddock, per lb.	0 04	0 05
Herring, per 100 fish	....	1 50
Pike, per lb.	....	0 06
Smelts, fancy, per lb.	[illegible]	0 13
Smelts, No. 1, per lb.	0 08	0 09
Salmon, fancy, Spring, per lb.	0 14	0 15
Salmon, Gaspe, per lb.	0 15	0 16
Salmon, Qualla, per lb.	0 07½	0 08
Whitefish, per lb.	0 07	0 10
Prepared Fish—		
Boneless fish, 20 lb. boxes	0 06	0 07
Cod, boneless, 20 lb. boxes, 2 lb. blocks	0 07	0 08
Cod, pure, 3 lb. box, per lb.	....	0 15
Cod, boneless strip, 30 lb. box, lb.	....	0 10
Cod, shredded, box of 2 doz.	....	1 80
Cod, skinless, per 100 lb. box	....	6 00
Cod, dried, per 100 lb. bundle	....	6 50
Pollock, dried, per 100 lb. bundle	....	6 00
Salted and Pickled Stock—		
Cod, green, ordinary, per 200-lb. bbl.	....	9 00
Cod, green, white napes, per 200-lb. bbl	9 50	10 00
Haddock, No. 1 green, per 200 lbs.	6 00	7 00
Herring, Gaspe, No. 1, ½ bbls., $2.75; bbls.		5 00
Herring, N. S. per ½ bbl.	....	3 00
Herring, N. S., per bbl.	....	5 50
Herring, Holland, per keg, 75c; per ½ bbl., $5.00 to $6.00; per bbl.	9 00	10 00
Herring, Labrador, ½ bbl., $3.25, bbl.	....	5 75
Herring, Scotch, keg of 12 lbs. net, $1.25 to $1.35; ½ bbl.	....	7 00
Mackerel, No. 1, 20 lb. kits, $1.75, ½ bbl., $7.00; bbl.	....	14 00
Salmon, Labrador, ½ bbl., $8.00 to $9.00, bbl.	15 00	16 00
Trout, lake, kegs	....	7 00

OYSTERS.—Mild weather has had effect of lessening demand last couple of weeks but cooler wave expected for Oyster Week, Oct. 20 to 25. Wholesalers are preparing for increased demand and urging on retailers to take advantage of publicity of last few weeks to push goods. One wholesaler has issued following statement to customers: "Every hotel, cafe, dining room and buffet in the country will celebrate "Oyster Week" by giving its clients special serving of oysters. Oysters are a wholesome and nutritious food. We have recipes that would show you twenty different ways to serve oysters. Oysters are also brain food; this has already been demonstrated. Eat oysters, the celebration week, 20th to 25th."

TORONTO.

OYSTERS.—With about ten degrees lower average temperature than has ruled past three weeks public will be ready to respond to extra exertions of dealers during Oyster Week, Oct. 20 to 25. Unfortunately, perhaps, weather has been mild and oyster "habit" as result has not been so strongly entrenched but present week opened much more favorably and with help of campaign that has been carried on much larger sales are expected than for corresponding week in 1912.

One wholesaler has addressed special Oyster Week letter to his customers, opening as follows:

> "All over America this week (Oct. 20-25), practically every jobber, producer and retailer is going to feature oysters. The idea is to make oysters an everyday food—their proper place on the bill of fare. In unity there is strength. Make your campaign with the other dealers. To enable you to boost your sales we will on request furnish you with a neat little circular to give each of your customers—real, live, logical and authoritative reasons why they should buy our oysters," etc.

Reports continue to come of steadily increasing business among retailers this year.

FISH.—Continued scarcity has advanced whitefish to 15 cents a lb., but salmon trout is coming in steadily. Few lobsters were brought in this week, selling at 45 cents a lb. Frogs legs are in same class at 65 cents, few dealers carrying them.

Frozen Fish—		
Roe shad, weight 3 lbs., each	1 00	1 25
Whitefish, per lb.	....	0 10
Fresh Caught—		
Blue fish, lb.	....	0 18
Frogs legs, lb.	....	0 65
Haddock, per lb.	0 06½	0 07
Halibut, per lb.	0 11	0 12
Herring, per lb.	....	0 08
Lobster, live, lb.	....	0 45
Lobster, boiled, lb.	....	0 45
Mackerel, weighing 1½-3 lbs., each	0 15	0 25
Pickerel, yellow, per lb.	....	0 12
Pike, per lb.	....	0 08
Salmon, B.C., per lb.	0 15	0 16
Steak, cod, per lb.	....	0 09
Trout, per lb.	0 11	0 12
Whitefish, per lb.	....	0 15
Flounders	....	0 08
Smoked—		
Fillets of haddie	....	0 12
Finnan haddie, per lb.	....	0 08
Kippers, new, box of 40 and 50	....	1 30
Bloaters, box of 60	....	1 30
Digby herring, per bundle	....	0 90
Prepared—		
Cod, quail on toast	....	0 07½
Cod, steak	....	0 08½
Cod, Imperial, 25 lb. pck.	....	0 07
Salted and Pickled—		
Herring, Holland, new—		
Milkers	....	0 85
Mixed	....	0 80
Herring, Labrador, bbl.	....	6 50
Herring, sea, pails	1 25	1 50
Mackerel, pail	....	2 25
Oysters, bulk—		
New York counts, gal.	....	2 00
Extra selects, gal.	1 90	1 95
Straights, gal.	1 65	1 75
Shells, bbl.	8 00	8 50
Oysters, Shell—		
Malpeques, bbl.	11 00	12 00
Torbays	11 00	12 00
Rockaways	8 50	9 00
Blue Points	8 50	9 00
Oyster Bay counts	8 00	8 50

HALIFAX.

FISH.—Fresh fish is in fairly good supply, but local demand is light. Weather during past week has been favorable for fishing operations along coast, but catches are small. Cod and haddock are principal fish now being taken. Halibut continue scarce. Last Friday some large mackerel were taken, run being much later than usual. There is bigger demand for smoked fish. Movements in salt fish trade continue quiet. Small cargoes continue to come along, and no active trading is expected until weather becomes cooler.

WINNIPEG.

FISH AND POULTRY.—Market is short in poultry and unless there is marked difference in the next few days there will be high prices for Thanksgiving day birds. In fish, halibut is up 1 cent. Oysters are in good demand.

Fish—		
Codfish	....	0 10
Halibut	....	0 12
Pickerel	....	0 08
Salmon	....	0 14
Trout	....	0 12½
Whitefish	....	0 08½
Oysters—		
Imperial gallon	....	2 25
Large tins, 4 1-6 gals.	....	10 50
Cured—		
Kippered herrings, box	....	1 75
Holland herrings, keg	....	0 72
Salt mackerel, kits	....	2 75
Poultry (live)—		
Chickens, per lb.	....	0 16
Turkeys	....	0 14
Geese	....	0 10
Ducks	....	0 10

AN AGE OF SPECIALTIES

If you are convinced beyond question that to obtain any product that you were handling from a particular source would afford you that particular product at the minimum cost, quality considered, and that that source would ensure to you an unsurpassed service, under all conditions, and would also contribute to your prestige through that most effective of all mediums, "A satisfied customer," you would obtain that product from that particular source.

There was a time when Jobbing houses practically controlled the sale of many products to the Retailer that the Retailer is now supplied with almost exclusively by the Manufacturer or Houses confining their operations to that particular line.

It is an age of specialties. The Public have become so exacting that it is necessary that people specialize in respective lines that some one may be reliably informed. In turn the Retailer is called upon to assemble the results obtained by these specialists, and in that way deliver to his patrons the maximum of efficiency.

We are an exclusive oyster house, and the only one in Canada. We devote our entire time and attention to this one particular item of commerce.

We are sincere when we claim that we have the best proposition obtainable in this line.

Claims of superiority are common, and consequently prove nothing, but a trial shipment will either prove or disprove our claims.

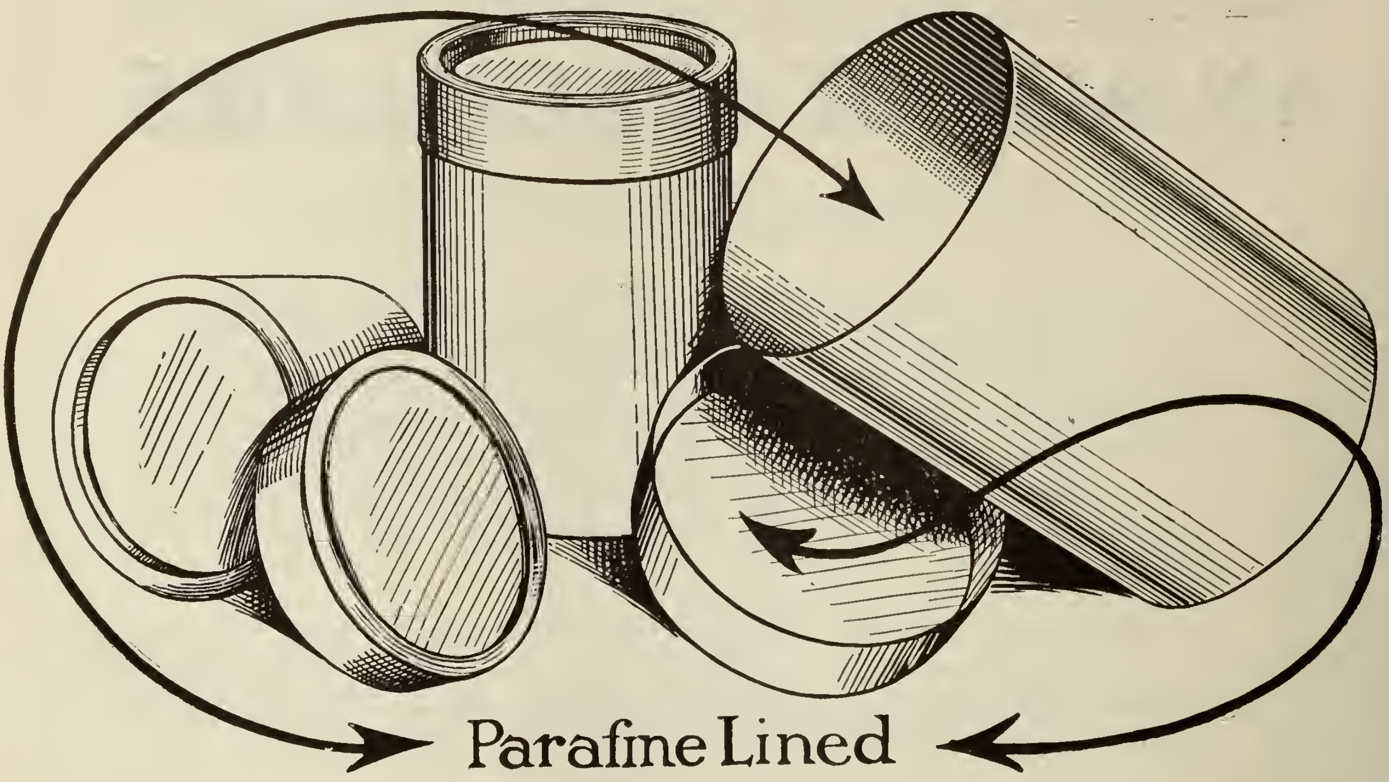
Let us have your enquiry.

CONNECTICUT OYSTER COMPANY

"Canada's Exclusive Oyster House"

50 Jarvis Street **Toronto, Canada**

See Page 42 and Outside Back Cover



EFFICIENCY

THE EMPIRE CONTAINER will do more for efficiency than any other package for the delivery of liquids.

The EMPIRE will deliver liquids containing acids, as there is no metal for the acids to work on, nothing to rust or corrode. This container solves the problem of the delivery of liquids.

The position in which this package may be, even upside down, does not lessen its efficiency. It will not leak.

Prices F.O.B. Factory, Sombra, Ontario:

Half Pints	**$12.00**	**Per Dozen**
Pints	**14.00**	‘‘
Quarts	**16.00**	‘‘

Jobbers' enquiries solicited.

CONNECTICUT OYSTER COMPANY

Exclusive Selling Agents

50 Jarvis Street **Toronto, Canada**

See Page 41 and Outside Back Cover

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 85

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER.

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen......	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15, and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books ..each	0 04
100 books and over, each.	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancacke Flour per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack ....$	2 15
Raspberry, red, h'vy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.	
Red currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry.	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 65
Gooseberry	1 85
Grape	1 55

Marmalade.	
Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.	
Strawberry	0 13
Black currant	0 13
Raspberry	0 13

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz..	4 60
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz...	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb. ..	0 20
Soluble, bulk, No. 2, lb. ..	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	
Supreme chocolate, ½'s 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz...	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26
Icings for Cake—	
Chocolate, white, pink, lemon orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz...	0 90
Chocolate Confections—	per lb.
Maple buds, 5-lb. boxes ..	0 37
Milk medallions, 5-lb. bxs.	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil Wafers , No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. bxs.	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes ..	0 37
Lunch bars, 5-lb. boxes ..	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box. ..	1 36
Royal Milk Chocolate. 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars, per box	0 85

EPPS'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N. S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy chocolate, ½'s..	0 26
" Vanilla sticks, per grs.	1 00
" Diamond chocolate, ½s.	0 24
" Plain choice chocolate liquors	20 30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb.; Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box.

The above quotations are f.o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per Case.
Eagle Brand, ea. 4 doz.	$6 00
Reindeer Brand, ea. 4 doz.	6 00
Silver Cow Brand, ea. 4 doz.	5 40
Gold Seal Brand, ea. 4 doz.	5 25
Mayflower Brand, ea. 4 doz.	5 25
Purity Brand, ea. 4 doz.	5 25
Challenge Brand, ea. 4 doz.	4 75
Clover Brand, ea. 4 doz.	4 75

Evaporated (Unsweetened)—	
St. Charles Brand, small, ea. 4 dozen	2 00
Peerless Brand, small, ea. 4 doz.	2 00
St. Charles Brand, Family, ea. 4 doz.	3 90
Peerless Brand, Family, ea. 4 doz.	3 90
Jersey Brand, Family, ea. 4 doz.	3 90
St. Charles Brand, tall, ea. 4 doz.	4 50
Peerless Brand, tall, ea. 4 doz.	4 50
Jersey Brand, tall, ea. 4 dozen	4 50
St. Charles Brand, Hotel, ea. 2 doz.	4 25
Peerless Brand, Hotel, ea. 2 doz.	4 25
Jersey Brand, Hotel, ea. 2 doz.	4 25
St. Charles Brand, gallons, ea. ½ doz.	4 75
"Reindeer" Coffee & Milk, ea. 2 doz.	5 00
"Regal" Coffee and Milk, ea. 2 doz.	4 50
"Reindeer" Cocoa & Milk, ea. 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 36
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50lb. case.

Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S

Quintessential.

1 oz. (all flavors) doz.	1 05
2 oz. (all flavors) doz.	2 00
2½ oz. (all flavors) doz.	2 30
4 oz. (all flavors) doz.	3 50
5 oz. (all flavors) doz.	4 50
8 oz. (all flavors) doz.	6 50
16 oz. (all flavors) doz.	12 00
32 oz. (all flavors) doz.	22 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottles (retail at 50c)	4 50
4 oz. bottles (retail at 90)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

GELATINE.

Knox Plain Gelatine (2 qt. size), per doz.	1 30
Knox Acidulated Gelatine (2 qt. size), per doz.	1 30

CLARK'S PORK AND BEANS

IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN, LIMITEE.

Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., cs.	5 00

VICHY LEMONADES.

La Savoureuse Champenoise Cork 50 qts., cs.	8 00
50 pts., cs.	5 00
La Savoureuse "Claret Brown." 100 pts., cs.	9 00
St. Nicholas Champenoise Corks. 50 qts., cs.	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.

Cs. 25 11 lb. bars, lb.	0 08½
Cs. 200 3½ lb. pieces, cs.	4 00
Cs. 12 3 lb. bars, lb.	0 10½
Cs. 50 ¾ lb. pieces, cs.	3 75
Cs. 50 1 lb. sq. pieces, cs.	4 50
Cs. 50 1 lb. long pieces, cs	4 50
Cs. 200 300 grs. pieces, cs	12 00
Cs. 100 300 grs. pieces, cs	6 00
Cs. 200 200 grs. pieces, cs	7 50

ALIMENTARY PASTES.

BLANC & FILS.

Macaroni, Vermicelli, Animals. Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 00
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts.	3 75
Apple Juice, 24 pts.	4 50
Champagne de Pomme, 24 p	5 90

Motts Golden Russett—	
Sparkling Cider, 12 qts.	4 50
Sparkling Cider, 24 pts.	4 75
Sparkling Cider, 36 sp.	4 90
Extra Fins, 100½	16 00
Apple Vinegar, 12 qts.	2 40

These prices are F.O.B. Montreal.

Imported Peas "Soleil"

	Per case
Sur Extra Fins, 40 Flacons, cs.	$10 00
Sur Extra Fins, 100 ½ kilo, cs.	15 50
Extra Fins, 50 1 kilo, cs.	14 50
Extra Fins, 100 ½ kilo, cs.	15 00
Tres Fins, 100 ½ kilo, cs.	13 50
Fins, 100 ½ kilo, cs.	11 50
Mi Fins, 100 ½ kilo, cs.	11 00
Moyens No. 1, 100 ½ kilo, cs.	10 00
Moyens No. 2, 100 ½ kilo, cs.	9 50
Moyens No. 3, 100 ½ kilo, cs.	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 ½-pints	4 25
Tins—	Gall.
5 gals. 2s	2 00
2 gals. 6s	2 05
1 gal. 10s	2 10
20s, ⅛ gal.	2 60

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	5 40
Cases, 4 doz each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BOAR'S HEAD LARD

COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case..	0 11¼
Cases, 5 lbs., 12 to case..	0 11⅛
Cases, 10 lbs., 6 to case..	0 11

F.O.B. Montreal.

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."

1 lb. glass (2 dz case)	$1.90	$1.80
2 lb. glass (1 dz case)	3.20	3.00
4 lb. tin (1 dz case)	5.50	5.35
7 lb. tin (½ dz case)	8.60	8.35

"IMPERIAL SCOTCH."

1 lb. glass (2 dz case)	$1.60	$1.55
2 lb. glass (1 dz case)	2.80	2.70
4 lb. tin (1 dz case)	4.80	4.65
7 lb. tin (½ dz case)	7.75	7.50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand

	1 lb. pkgs.	Loose
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs. cases	7	6½
Egg noodles, case 10 lbs. loose; case 60 pkgs, ½ lb. each	7½	7
Marguerite Brand.		
Same assortment as above	6½	6
Egg noodles in 10 lb. cases, loose, in 60 pkgs., ½ lb. each	7	6½
Catelli Brand.		
Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lbs. (loose)		5½
30 lb. cases, 1. lb. packages		6

Terms, Net 30 days.

D. SPINELLI CO., Registered.

Globe Brand.

Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Alphabets 30 lb. case	7	6½
Spinelli Brand.		
Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lb. cases (loose)		5½
30 lb. cases, 1 lb. pkgs.		6

Terms—Net, 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz.	1 80
Straight.	
Lemon contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Raspberry contains 2 doz.	1 80
Strawberry contains 2 doz.	1 80
Chocolate contains 2 doz.	1 80
Cherry contains 2 doz.	1 80
Peach contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER

Assorted case, contains 2 doz.	2 50
Straight.	
Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$ 5,00
Five cases or more	4 95

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.

1-16 gall., doz.	$ 2 00
¼-gall., doz.	6 00
½-gall., doz.	10 80
1 gall., doz.	19 20
1-16 gall., gross lot	20 00

To the Grocery Trade

We are now established in our new warehouse situated on the corner of Church St. and the Esplanade, and with improved facilities and larger space, we feel confident that we can serve you better than it was possible to do in our old building, where we were very much crowded for room. We solicit business, which will have our very best attention.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Church Street and Esplanade

TORONTO

"SOCLEAN."

THE DUSTLESS SWEEPING COMPOUND.

25c Pail, 2 doz. in case (4½ lbs.) enlarged size	$4 50
40c Pail, formerly 50c, 2 doz. in case (8 lbs.)	7 20
75c Pail, formerly $1.00, 1 doz. in case (17 lbs.)	6 75

"ANTI-DUST" SWEEPING POWDER.

2 lb. tins, 3 doz. crates, doz.	1 40
5 lb. tins, 1 and 2 doz., crates, per doz.	3 90

STARCH.

THE CANADA STARCH CO., LTD.

EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Boxes.	Cents
Laundry Starches—	
40 lbs. Canada Laundry	.06
40 lbs., Boxes Canada white gloss, 1 lb. pkgs	06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 white.	.06½
200 lbs., bbls., No. 1 white.	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chromo pkgs.	.07½
48 lbs., silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs. Benson's satin, 1-lb. cartons, chromo label	.07½
40 lbs. Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch	.06
(20-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs	.07
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	.07½
6-lb. toy trunks, lock and key, 3 in case	.08
6-lb. toy drum, with drumsticks, 2 in case	.07¾
Kegs, extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½

(20-lb. boxes ¼c higher than (40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 48, 1 lb., per cs., $4.80; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz., per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.

No. 1's, 95c per dozen.

Individuals, 45c per dozen.

Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz.	0 90
Clear soups, in stone jars, 5 varieties, doz.	1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.

Case of ½-lb., containing 120 packages, per box, $3.00.

Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

THE CANADA STARCH CO., LTD.

CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	2 50
5-lb. tins, 1 doz. in case	2 85
10-lb. tins, ½ doz. in case.	2 75
20-lb. tins, ¼ doz. in case.	2 70
Barrels, 700 lbs.	3½
Half barrels, 350	3¾
Quarter barrels, 175	4
Pails, 38½	1 85
Pails, 25 lbs. each	1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	2 85
5-lb. tins, 1 doz. in case	3 20
10-lb. tins, ½ doz. in case.	3 10
20-lb. tins, ¼ doz. in case.	3 05

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure) 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s., Tins, 2 doz. to case.

Quebec, per case	$ 1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
British Columbia, per case	2 40

DOMOLCO BRAND.

2s., Tins, 2 doz. to case.

Quebec & Ontario, per case	2 60
Manitoba, per case	3 00
Saskatchewan, per case	3 20
Alberta, per case	3 30
British Columbia, per case.	3 10

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	$ 0 90
Pint bottles, 3 doz., cases, doz.	1 75

H. P.

H. P. Sauce—	Per doz.
Cases of 3 dozen	$1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 35
Cases of 3 doz. ½-pints	2 25

STOVE POLISH.

JAMES DOME BLACK LEAD.

6a size, gross	$ 2 40
2a size, gross	2 50

NUGGET POLISHES.	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleaner	1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch, 6s	45
Black Watch, 12s	45
Bobs, 5's and 10's	39
Bully, 6s	44
Currency, 6½s and 12s	39
Stag, 5 1-3 to lb.	39
Old Fox, 6 lb. boxes	40
Pay Roll Bars, 7½s	59
Pay Roll, 7s	59
War Horse, 6s	42
Plug Smoking, Shamrock, 6s, plug or bar	45
Rosebud Plug, 7s	50
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking — Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

TEAS.

THE "SALADA" TEA CO.

East of Winnipeg.

	Wholesale	R't'l
Brown Label, 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	80

LUDELLA CEYLON TEA.

Orange Label, ½s	.24	.30
Brown Label, ½s and 1s.	.28	.40
Brown Label. ¼s	.30	.40
Green Label, ½s and 1s	.35	.58
Red Label, ½s	.40	.60

MELAGAMA TEA.

MINTO BROS.

45 Front St. East.

We pack in 60 and 100-lb. cases.

All delivered prices.

	Wholesale	R't'l
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼.	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JAMS AND JELLIES.

T. UPTON & CO.

Pure Fruit Jams—Raspberry & apple, Strawberry and apple, peach and apple, plum and apple, red currant and apple, black currant and apple, cherry and apple, apricot and apple, gooseberry and apple, huckleberry and apple, fig and apple, 12 oz. glass jars, 2 dozen in case $1.00 per doz.; No. 2 tins, 2 dozen in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37 1-2c. per pail; No. 7 tin pails, 6 pails in crate, 52 1-2c. per pail; No. 7 wood pails, 6 pails in crate, 52 1-2c per pail; 30 lb. wood pails, 7 1-4c. per lb.

Packed in assorted cases or crates if desired.

Pure Fruit Jellies — Raspberry, strawberry, black currant, red currant and pineapple flavors, 9 - oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, $1.[illegible] per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; No. 7, tin pails 6 in. crate, 52½c; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade — Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen	$0 90
List Price.	
"Shirriff's" (all flavors), per doz.	0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c packages	1 15

The West is full *of* Activity

Everything is life in the Western country—the country of glimmering gold wheat, the granary of the world. Every day new blood is added, new demands show up for Eastern products, new channels for your goods. Are you going to take advantage of the growing West or allow others to step in ahead?

We offer our services in marketing your products—the service of a well trained and efficient staff, who call on the wholesalers throughout the entire Wst. We offer our warehouse facilities at the five main distributing points. Can you do better when we guarantee sales? **Write to-day.**

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers

HEAD OFFICE: WINNIPEG, MAN.

BRANCHES: REGINA SASKATOON EDMONTON CALGARY LETHBRIDGE

Fresh Pork Sausages

September marks the opening of the Sausage Season. Cooler weather and renewed work demand something tasty for breakfast.

Nothing can be more so or more ecomonical than Fearman's Star Brand Fresh Pork Sausages.

Let us book you for a regular daily or weekly shipment.

F. W. FEARMAN CO.
LIMITED
HAMILTON
Established 1854

We Are Busy Packing

our 1913 stock of

UPTON'S KETCHUP

a most delicious
appetizing condiment.

Have You Tried It?

Get our prices and put in a stock before frost comes.

Order early. Do it now.

THE T UPTON CO., Ltd.

Sales Dept.
St. Catharines, Ont.

Factory at
Hamilton, Ont.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

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When writing advertisers, kindly mention having seen the ad. in this paper.

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Before purchasing write for our quotations on the famous **Georgian Bay** apples. We will be packing from five to ten thousand barrels.

LEMON BROS.
Owen Sound, Ontario

Remember

when ordering your Lemons that

St. Nicholas
Home Guard
Puck
Queen City
Kicking

are the brands that always give the best satisfaction.

J. J. McCABE
Agent
Toronto, Ont.

ARE YOU THE MAN AT THE HELM?

Are you running your ship of business along the shortest and safest course to the harbor of success? Or are you going a roundabout way, scratching and scraping along the rocks of loss and failure.

Get in the right course, be on the lookout for new thoughts, ideas, schemes, etc., and you will have a successful run.

STORE MANAGEMENT COMPLETE

is a guide that will show you how to get the maximum trade and profit out of your business. This book is written by Frank Farrington (a companion book to "Retail Advertising Complete.") It tells all about the management of a store. The following is a synopsis of one of the chapters:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivery goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

"Store Management—Complete" is bound in cloth, contains 272 pages, 16 full page illustrations, and 13 chapters. $1.00 brings this book to you postpaid. Money refunded within 10 days if not satisfactory.

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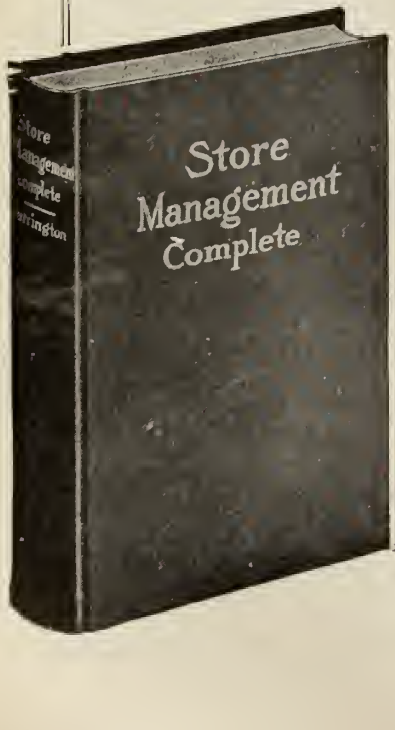

Florida and Jamaica

GRAPE FRUIT

Now Arriving **New Fruit**

Californian Tokay Grapes

New Figs due daily

Cranberries

Oysters Haddies Fillets

Fresh, Frozen and Salted Fish

White & Co., Limited

TORONTO HAMILTON

Wholesale Fruit and Fish

Fancy Florida

GRAPE-FRUIT

Heavy, Bright, Juicy Fruit—All Sizes.

MALAGA GRAPES

This year's crop is showing very fancy quality, and prices are reasonable.

DOMESTIC ONIONS

The crop is away short, and prices will be higher. Now is the time to buy RED GLOBES or YELLOW DANVERS.

Put up in 75-lb. bags.

The House of Quality.

HUGH WALKER & SON

Established 1861

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Give Her Better Quality

Get in right with the housewife by selling her Chinese Starch, for by so doing you give her the acme of quality and fullest quantity. "Chinese" is the only starch with two oils; one perfumes the linen, the other makes the iron slip. Stock and sell "Chinese."

OCEAN MILLS, MONTREAL

O. Lefebvre, Prop.

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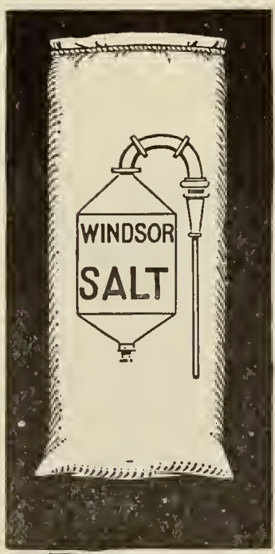
16 oz. to the pound —not 12.

Only starch with 2 oils.



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WINDSOR

Table Salt. Isn't it better for you to make ninety-nine sales, than only one?

Every Pound of Anchor Brand Flour

has character in every ounce

because extreme care, watchfulness, ability, integrity, the most modern equipment and only the choicest Western Spring Wheats form the complement that obtains the highest possible quality every day in the year.

The most searching analysis and tests make uniformity certain.

As rapidly as people learn all the facts about **Anchor Brand Flour,** they are satisfied only with this Brand.

Anchor Brand Flour is better because the trouble and expense are taken to make it better.

Standard Prices—Worth More.

Free samples for Missourians will be sent to Dealers and Bakers for distribution.

Leitch Brothers' Flour Mills, Ltd.

Oak Lake,, Manitoba

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

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Throughout Canada is scattered an army of men who are everywhere booking subscriptions for MacLean's Magazine. If you join them you can add very considerably to your regular income. If you are a hustler you will find it will pay you to give all your time to the work.

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Liquid Ammonia	Borax, Lye,
Chloride of Lime	Cresoleum
Liquid Blueing	(For Disinfecting)

The Bull dog family, widely known among the good housewives of Canada, is the great sales-promoter for the grocer. It covers so many daily needs of the household that at least one of them could easily be included in "every order of groceries delivered."

Bull Dog Ammonia is the greatest purifier and cleanser of the age.

Ask your jobber for special price in five and ten case lots.

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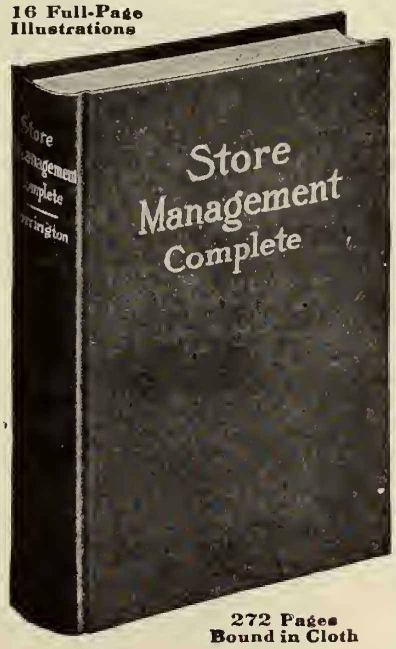
Store Management—Complete

16 Full-Page Illustrations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272 Pages Bound in Cloth

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A Companion Book to
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"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

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Knowing dealers take delight in recommending and selling Century Table Salt.

because they know it is pure, that it always satisfies and fills all household requirements from the table to the dairy. Moreover, Century Salt not only serves the customers' best interests; it pays the dealer a good profit and builds up sales.

THE DOMINION SALT CO., LIMITED
SARNIA, ONT.

EUREKA
REFRIGERATORS

fill the requirements of the modern store

The experience of over a quarter of a century is behind the manufacture of Eureka Refrigerators. All the most modern improvements for perfect refrigeration on strictest sanitary principles are embodied in the **Eureka.**

Before buying secure one of our catalogs containing prices and explaining in detail the workings of the **Eureka** dry cold circulating air method.

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Superlative Quality Consistently Maintained

Malcolm's preserved milk products are noted for their high and unvarying quality—only the richest and purest cow's milk being used.

Grocers should tone up their stocks with the Malcolm lines. Your customers will appreciate them.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c per 100 lbs.

St. George Evaporated Milk, 4 doz. in case	$3.60
Princess Condensed Milk, 4 doz. in case	4.50
Banner Condensed Milk, 4 doz. in case	5.25

J. Malcolm & Son, St. George, Ont.

It is to the advantage of the individual user of Paper Bags to study carefully the Bag situation. By close comparison of the important features of Paper Bags of different makes, you will be convinced that the

Continental Germ-Proof Grocery Bags

(with reinforced Automatic Opening Square Bottoms) are without equal. Send a trial order to the nearest Distributor.

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QUEBEC PROVINCE—The Continental Bag & Paper Co., Ltd., Montreal.

BUSINESS MEN.

By Paul Jones.

The man who has the ability to select good men is bound to succeed, as it is his foresight in getting together a certain class of men of character and brains that enables him to build up a successful business.

One man of business capacity can accomplish much, but his sphere is limited. To do a large and profitable business he must have an assembly of men of force and intelligence, for departmental managers worthy of the name, whose duty it is to make such departments a success. He must have confidence in them and give them free rein to accomplish their ends, as no department managers of ideas can do justice to the house or themselves if they are handicapped by intrusion from their employers. If they are not competent to handle the situation in an intelligent and careful way, it is the privilege and duty of the employers to replace them with men of capacity, but not to treat them with other than respect while holding an important position.

To get such men it is quite necessary to pay them according to the position and their ability. Be big and broad enough to recognize any successful improvement which they may make, and assist them with encouragement, so they may have respect for the house and for you.

Men of character are usually sensitive and fair; treat them like men, not as servants. Broad-gauged business men are always open for suggestions, whether it comes from the man of ideas or the humblest in their employ. No man is so great that he cannot learn something daily from circumstances and the world at large.

If you are a success, train your men according to your ideas. If only fairly successful, do not think you are humbling yourself by being open to suggestions. Success is an assembling of little things, the concentration of thoughts, no matter from whence it comes.

Business passes through a transition period nearly every ten years, and in order to keep abreast with the times one must watch carefully and well such conditions and, when necessary, change his methods to conform to the times, or he, too, like many others, will be relegated to the past.

The High Cost of Living.

Everybody is blaming somebody else for the high cost of living, but the butcher seems to be the "goat" who has the most explaining to do. It is a good thing for the butcher that he is physically fitted to stand a lot of abuse.

The grocer can at least point to the staple advertised goods that have not advanced a cent in price, while everything else has gone higher and higher.

JELL-O

has always sold at the same price—and, by the way, there is nothing else so fine at anything like the price.

The Jell-O flavors are *pure fruit* flavors, and a Jell-O dessert can be made in a minute.

No wonder Jell-O is "America's most famous dessert."

THE GENESEE PURE FOOD CO., Bridgeburg, Can.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

Not an Enterprise for the "Quitter"

¶ "If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

¶ "He must know before he begins it that he must spend money—lots of it.

¶ "Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

¶ "Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

KING OSCAR BRAND SARDINES
THE SARDINE THAT MADE STAVANGER FAMOUS

By Special Royal Permission

King Oscar Brand

The Famous Norwegian Sardines packed by Chr. Bjelland & Co., Stavenger, Norway.

The quality and deliciousness of these sardines is well known to consumers everywhere. The demand is already established and a widespread publicity campaign is making more sales for the dealer.

King Oscar Sardines are an all-year-round seller. Are you prepared to supply the demand?

J. W. Bickle & Greening
(J. A. Henderson, Canadian Agents)
Hamilton, - Canada

EXTRACTS

The STERLING BRAND is the acme of perfection in extracts. You make no mistake in recommending it to your customers.

Every dealer should have a complete list of the Sterling lines of food products. They appeal to the tastes of the majority, thereby bringing custom and increasing profits.

The
T. A. Lytle Co.,
Limited
Sterling Rd., Toronto

MINCEMEAT

Now is the time to place your order for this popular Fall and Winter delicacy. STERLING BRAND is known for its exceptionally high quality.

"Made in Canada" tobaccos that are popular with Canadians.

"Master Mason"
Smoking

"King George's Navy" Chewing Plug

"Rose Quesnel"
Smoking

These tobaccos are made of specially selected and cured leaves of a high quality tobacco.

The high quality of these tobaccos is backed up by extensive advertising.

Every store with a tobacco department should handle these leading tobaccos.

Rock City Tobacco Co.,
LIMITED
QUEBEC WINNIPEG

ADS AND SALES

By HERBERT N. CASSON

A Study of Advertising and Selling from the Standpoint of the New Principles of Scientific Management

Something in it for Every Advertiser, Advertising Manager, Corporation, Salesman, Sales Manager, American Business Man.

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I. Can the Principles of Efficiency be Applied to Sales?
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IX. An Analysis of Current Advertising
X. The Future of Advertising
XI. Public Opinion
XII. The Professional Outsider

PRICE, $2.00 NET
Postage, 13 cents additional

TECHNICAL BOOK DEPARTMENT
MacLean Publishing Co.,
143-149 University Avenue, Toronto

Pacific Coast Halibut and Salmon

FRESH AND FROZEN

Order your Pacific Coast Frozen Halibut and Salmon for next Winter's requirements from

The Canadian Fishing Company, Limited

VANCOUVER, BRITISH COLUMBIA

Write for prices and information.

We produce and ship all kinds of Pacific Coast Fish—Fresh—Frozen—Salt—and Smoked.

Quality and Service Unsurpassed

Back Rowat's

with your selling powers and your pickle business will forge ahead.

Best pickles, years of experience in preparing and packing, reliable business methods and prompt deliveries have served to satisfy our customers who girdle the globe.

Rowat & Co.

Glasgow, Scotland

CANADIAN DISTRIBUTORS

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

BRUNSWICK

BRAND

FINNAN HADDIES

Only the most carefully selected and sweetest fish caught in the famous Passamaquoddy Bay are used in the packing of the Brunswick Brand sea foods.

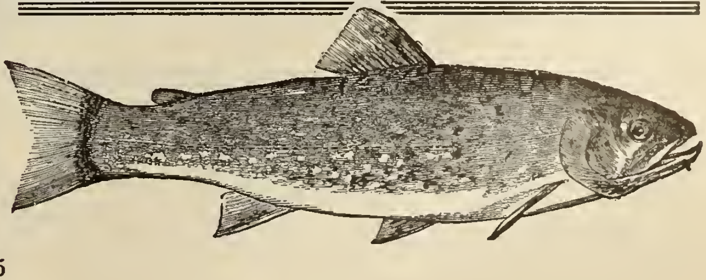
The high quality of our goods has given us a large trade, which, by the exercise of conscientious business methods, is constantly increasing. When you handle Connor Bros'. Brands you sell goods that are trade winners.

Our plant is operated under the most ideal conditions, and our goods come perfect to the consumer.

CONNORS BROS., LIMITED

BLACK'S HARBOR, N.B.

AGENTS:—Grant, Oxley & Co., Halifax, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. de Carteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.



RICHARDS QUICK-NAPTHA
CUTS OUT THE RUB, RUB, RUB

Wash day with the ordinary laundry soaps has always been and always will be a case of rub, rub, rub, with dire effects on the housewife and the clothes.

With "Richards Quick-Naptha Soap" the labor is almost eliminated, the clothes come out cleaner and whiter, and in a much shorter time. "Quick-Naptha" is increasing its popularity every day throughout the Dominion—the sales show it. The price is only 5c, leaving a margin of profit for you of 26½%.

THE BEST LINES FOR FIVE CENTS
"Richards Pure"—"Richards Quick-Naptha"

These two lines represent the height of perfection in wash day requisites. They give the housewife 100 per cent. satisfaction in economizing her time, her labor, the wear on her clothes, and also cutting down her actual soap expense.

These are the best Five Cent lines on the market—in fact they are the best laundry and cleaning soaps at any price.

Your wholesaler has them.

The Richards Pure Soap Co
RICHARDS
PURE
SOAP

TRADE MARK
KEYSTONE
BRAND
REGISTERED

NOW IS THE TIME TO ORDER YOUR FALL SUPPLY OF

BRUSHES

Such lines as Stove Brushes, Scrubs, Dandy and Horse Brushes, Stable Brooms, etc., will soon be in great demand. Place your order now and be sure to buy the **Keystone Brand.**

Stevens-Hepner Company
Limited
PORT ELGIN, ONT.

We have them

Giant
Prince
Globe
Beaver

Fruit Jar Rings

Quality Guaranteed

Walter Woods & Co.
HAMILTON and WINNIPEG

OATMEAL CRACKERS

Other Telfer Lines:

- **Vanilla Wafers**
- **Reception Wafers**
- **Graham Wafers**
- **Peerless Soda Crackers**
- **Peerless Cream Sodas**

There's a something about Telfer's Oatmeal Crackers that just seems to suit all tastes. They please the adult as well as the child.

Perfection of baking and the full nutty oatmeal flavor combine to produce a tastiness in Telfer's Oatmeal Crackers not found in others.

Your customers will like Telfer's Oatmeal Crackers because they are always crisp and fresh, being packed in airtight containers. Send for sample order.

OATMEAL CRACKERS
AN UNEQUALLED AID TO HEALTH FOOD AND AN AID TO WEAK DIGESTION
TELFER BROS. BISCUIT MANUFACTURERS, COLLINGWOOD, ONT.
TBC
OATMEAL CRACKERS
HIGH GRADE BISCUITS
TELFER BROS, LIMITED.
COLLINGWOOD, ONT.

Telfer Bros.,
Limited
Collingwood, Ont.

BRANCHES:

Toronto	Winnipeg
Hamilton	Fort William
Brantford	Edmonton

Why The Advertiser Succeeds.

¶ Why is it that during the last few months, when money was admittedly tight, the manufacturers who advertised the most felt the pinch the least?

¶ And how is it that now, when the circulation of money is less restricted, the manufacturers who felt the pinch the most will be the last to experience relaxation and relief?

¶ The same wisdom and foresight which prompts a manufacturer to advertise will naturally guide him in forming his whole selling and general business policy, and, like a good general, he is prepared for every contingency and emergency.

¶ The fact that the successful business man is an advertiser is usually incidental. He is an advertiser because he is wise and possessed of good sound business sense and an analytical mind. At some time or other he came to the conclusion that advertising could be made one of the mightiest factors of his business organization, and having arrived at this conclusion, he just naturally went to it and advertised.

¶ He had faith in his product, and his own faith manifested in a public way, inspired confidence in the minds of his prospective customers. His name and his manufactured product became synonymous with good service and satisfying quality. The public became acquainted with the merits of his line and familiar with its outstanding features.

¶ Consequently, when conditions were normal, he secured a liberal share of business and received first consideration when purchases were made.

¶ When money tightened and business was curtailed, he continued to get the lion's share of what was going. When purchases were carefully considered the advertised line received first attention and usually secured the order.

¶ And now that the financial tide is coming back, the advertiser is getting the biggest slice of the business melon, simply because during those cloudy days of curtailment, his advertising message had been studied and absorbed at a time when the public mind was most receptive.

¶ It pays to advertise if your line is good, and it pays to buy advertised lines, because they are invariably satisfactory. The general public have long been educated to believe that advertised goods are best. Can't you see that you are laboring, not only under a handicap, but under a cloud, if your product is not advertised? Publicity dispels the cloud of suspicion and removes the handicap.

¶ You'd better hop on to the band wagon right away. Hopping on now, when the prospects for big business are so bright, will be not only timely, but extremely profitable.

Rate Card and full information gladly furnished.

Canadian Grocer
Only weekly Grocery paper published in Canada.
143 University Avenue
TORONTO, ONTARIO

If you are looking for quality in spices

Order

Hugman's

Sure

RED ROSE BAKING POWDER
EXTRACTS
JELLY POWDERS

are also top-notchers.

Orr & McLain, Winnipeg
are our Western Agents

A. W. Hugman,
Limited
MONTREAL

HIRONDELLE

(Swallow Brand)

The brand of Canadian Macaroni, Vermicelli, Spaghetti, etc., that is unsurpassed by any imported.

All dealers should satisfy themselves on this point by asking their wholesalers.

The price for both dealer and customer is right, while the profits are excellent.

C. H. Catelli Company, Limited
MONTREAL, CANADA

Mr. C. C. Mann, 517 Board of Trade Bldg. Toronto, Can., Agent for Province of Ontario

---

"YOUNG-TOM" WASHING POWDER for washing clothes, floors, dishes, windows, etc., performs a maximum of service with minimum labor. It does not injure the hands.

"PURITY" LAUNDRY SOAP, a cake soap for those who prefer soap in the lump form. Gives splendid satisfaction.

UNCLE TOM TAR SOAP. A perfect shampoo soap and a boon to roughened complexions and hands. Fragrant and soothing. A most pleasing adjunct to the bath.

GLYCERINE PUMICE, a soap which thoroughly cleanses the hands without injury to the skin.

PURE OLIVE OIL SOAP. The purest soap made. A splendid cleanser and a toilet delight for particular people. Wash the Baby with Pure Olive Oil Soap.

We also make Liquid Olive Oil Soap, Liquid Olive Oil Shampoo, and Liquid Tar Shampoo.

"Young-Tom"

Washing Powder and Soaps

are good sellers and profit-makers because they do the work.

Order a stock to-day —the prices are right.

Young-Thomas Soap Co., Ltd.
Regina, Sask.

Raise your profits by keeping down the dust

Sell your customers the leading sweeping compound, that disinfects, lays dust and does a host of other things that make sanitation possible in the home as well as in the store.

ANTI-DUST

DOES THE WORK

Try it in your store and see how nicely it works, then tell your customers about it.

For Attractiveness of Tin and Quality of Powder You Can't Beat ANTI-DUST.

Sapho Mfg. Co., Limited
MONTREAL

CLASSIFIEDADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

TO LET

TO LET—ABOUT 1,000 SQUARE FEET IN warehouse with railway siding; bright private office, two phones; in centre wholesale district. Apply Postoffice Box 566, Winnipeg.

WANTED

AGENT WANTED IN EVERY TOWN IN Canada. Make money spare time and evenings. Write now. Lock Box 120, Davenport, Iowa.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro', Ont., solicits your orders.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor, either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

MODERN FIREPROOF CONSTRUCTION — Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St., West, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. tf

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00 and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St. W., Toronto, Canada.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St., Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice street, Toronto.

MOORE'S NON - LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

> One of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

IT'S PURE

Tell the Trade

MAPLEINE

is listed in Westfield's Book of Pure Foods.

Order of Your Jobber, or Frederick E. Robson & Co., 25 Front St. E., Toronto, Ontario.

Mason & Hickey, 287 Stanley St., Winnipeg, Man.

The Crescent Mfg. Co.
SEATTLE. - WASH.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

- **Cultivation and Preparation.**
- **Commercial Classification and Description.**
- **Adulteration and Detection.**
- **Art of Blending, Preparing, etc.**

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.
Technical Book Department
143-149 University Avenue, Toronto

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE
IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

Buyers' Guide

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples.

Ingersoll, - - - - Ontario

Established 1886.

COMTE'S COFFEES

The profits please the dealer. The quality pleases the customers.

We want more agents. Write.

Augustin Comte & Co., Limited

P.O. Box 2963, MONTREAL

GRATTAN & CO., LIMITED

ESTD. 1825

The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada

EMERSON, BAMFORD CO.

842 Cambie Street VANCOUVER, B.C.

$ $ $ $ $ $ $ $ $ $ $ $

Add to your pile by diminishing the old credit accounts owing you. Too much credit is bad and puts a premium on bad accounts.

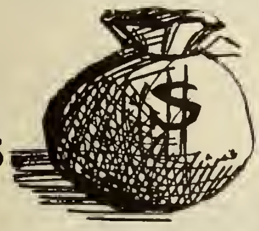
WE CAN GET BACK YOUR MONEY

If you will only authorize us to do so. Can collect anywhere. Our organization is big.

Special Forms Will be Mailed You on Request.

The Nagle Mercantile Agency

Westmount, Montreal, Que.



FRUIT PULPS

Bitter Oranges and Peels

F. KESSELL & CO. 7-8, The Approach

London Bridge. London Eng.

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.

Agents Montreal

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

WRITE TO

10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

Credit Selling and Getting the MONEY!

Credit business is as good as cash trade if you can get your money promptly. The customer who is slow in paying can be put on what is practically a cash basis through the use of

ALLISON'S COUPON BOOKS

Just give him a $10.00 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.00; no trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10.00 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

Manufactured by

ALLISON COUPON CO.,

Indianapolis, Indiana U S.A.

A want ad. in this paper will bring replies from all parts of Canada.

HOLLAND RUSK

The many ways in which it can be served make it a quick seller—a fast repeater. Keep it where your customers can see it, and watch the sales grow.

HOLLAND RUSK COMPANY

HOLLAND, MICH.

D. & J. McCallum

Perfection Scotch

Whiskey

One of the most widely advertised Scotch Whiskies of the day. McCallum's Perfection Scotch is distinctive in flavor, and is noted for its mellowness of age. It does not have that "smoky" taste of most Scotch whiskies.

Stock McCallum's Perfection

WM. E. McINTYRE, LIMITED

General Agent

23 WATER STREET - - ST. JOHN, N.B.

Wonder-Shine Cleans Without Rubbing

Cut Glass as well as Silver, Gold, Plated Ware

Absolutely guaranteed non-injurious, and saves much disagreeable labor in a home.

The new popular 10c package is a seller.

3 and 6 doz. cases, doz.	.80c
25c size, 1 and 3 doz. cases, doz....	2.00

In counter display boxes, with show cards.

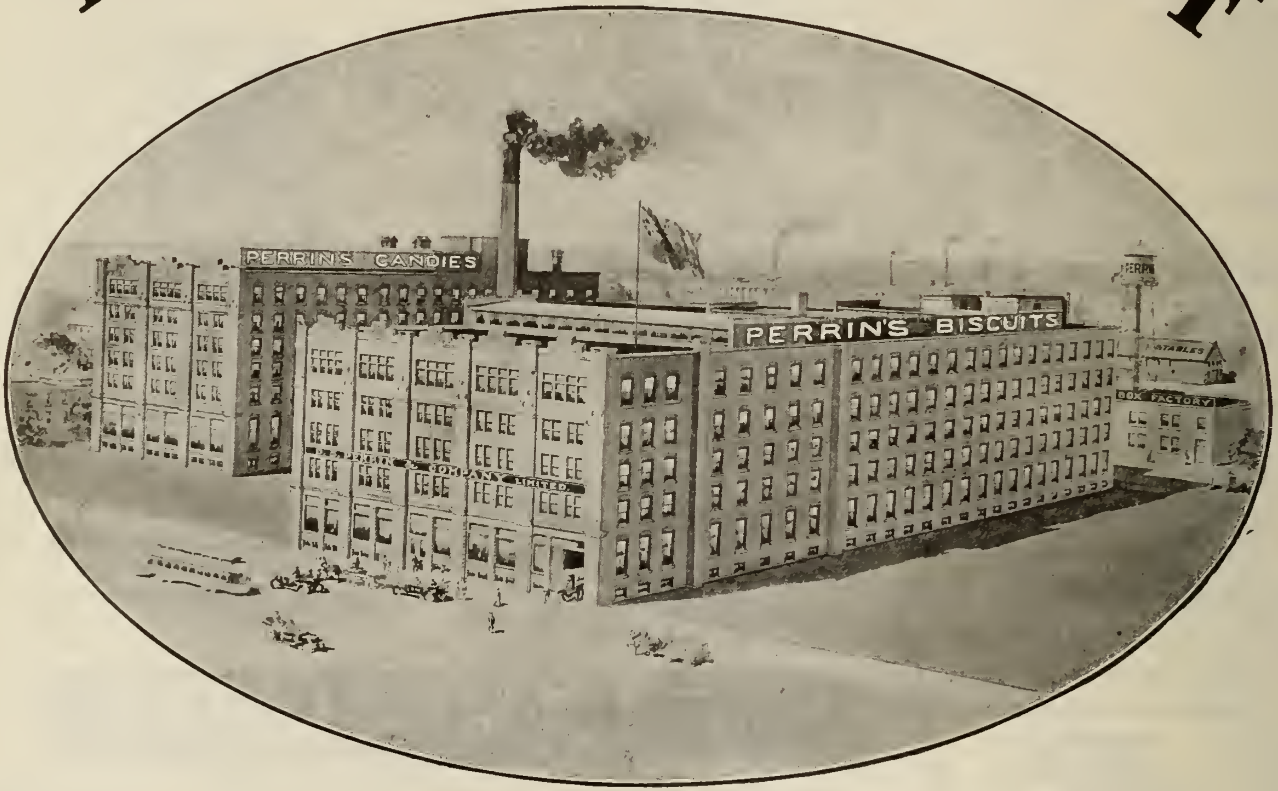
Now is cleaning time.
Counter display boxes are silent salesmen.
All wholesalers, or direct to

STUART & FOSTER, Limited

owning and operating (Wonder-Shine, Ltd.)

WONDER-SHINE
SILVER CLEANER FOR SILVER AND GOLD
(STERLING OR PLATED WARE)
NO RUBBING NO WEAR
REMOVES TARNISH INSTANTLY
PRICE 25 CENTS
WONDER-SHINE
LIMITED TORONTO, CANADA
INCORPORATED BUFFALO, N.Y.

THE NEW HOME OF



PERRIN'S BISCUITS

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First and Still the Best

PUT YOUR ACCOUNTING TROUBLES UP TO US

You can learn, without cost or obligation on your part, just where and how your profits may be increased and what leaks and losses are draining your business of net earnings.

Unless we find you need

With Only One Writing

THE McCaskey System

The End of Drudgery

in your business, we shall not ask you to buy. If you do need the McCaskey System, we'll tell you so and show you where and why There are a few businesses that cannot use The McCaskey System with profit. If yours is one of these, we shall be very frank and tell you so.

Make use of this opportunity to learn something more about handling accounts. We have collected information from thousands of sources that you will find extremely profitable to you. Put your accounting troubles up to us. Let us show you in figures based on your own business how you can add to your profits.

If we recommend the use of The McCaskey System to you it will be for one or all of the following purposes:

Saving time in handling accounts.
Keeping every account posted up to the minute.
Making it impossible to forget to charge.
Preventing misunderstanding with customers over their accounts.
Preventing errors in accounts.
Improving your collections.
Protecting you against loss of insurance in case of fire.
Placing an automatic credit limit on each customer.

Remember, unless we are convinced that you really need The McCaskey System we shall not urge you to buy. We'll put the proposition up to you.

The advice we give is free.

Write to-day—and for your convenience use the coupon.

THE
Dominion Register Co.
TORONTO LIMITED ONTARIO
Trafford Park, Manchester, Eng.
Melbourne, Australia
The Largest Manufacturers of Carbon Coated Salesbooks in the World

DOMINION REGISTER CO., Limited
TORONTO, CANADA

Gentlemen:—Without obligating myself, I'm willing to learn how I can increase my profits.

Name ....

City .... State ....

Business .... (C.G.)

Your Thanksgiving Window

should be entered in Canadian Grocer's window display contest.

The holiday comes on Monday. When you open up the store Tuesday, call in the best photographer and let him take a picture.

All photographs must be mailed not later than Monday, Oct. 27. That gives everybody plenty of time.

Remember the prizes are $5, $3 and $2, respectively for each of the two classes. Class A includes all centres over 10,000 population and class B all under. Twenty dollars in prizes are given altogether.

On the back of the photograph or on separate sheet, give simple description of how window was constructed and who dressed it.

The judging will be done from the standpoints of Selling Power, Attractiveness and Originality. Selling Power comes first because that is the real test of all window displays.

When picture is taken, make sure the photographer does not stand too far away. Tell him you want *one* window only and *not* the store front.

The Editor, The Canadian Grocer

143 University Ave. TORONTO

Stock Extracts That Sell Easily

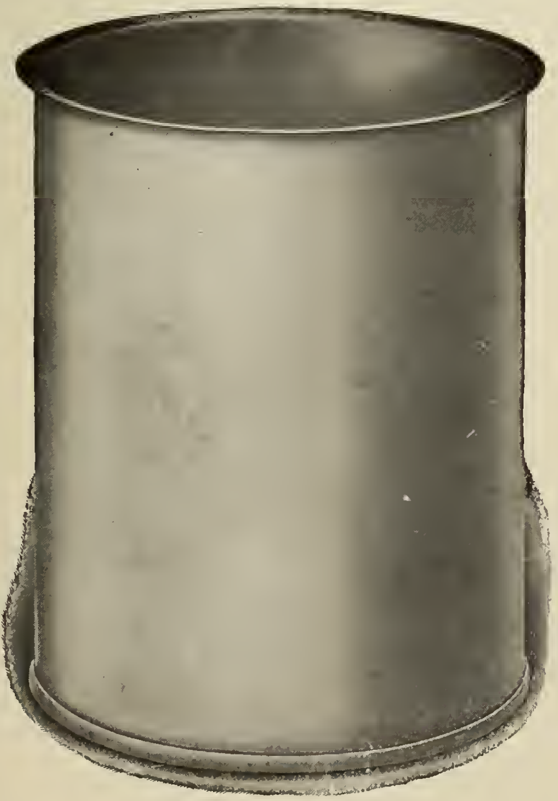
AMONG housewives, Shirriff's True Vanilla enjoys a high reputation for quality. On that account it is easy to sell. And its sale grows larger every month.

Shirriff's True Vanilla is manufactured by our own special process from Mexican vanilla beans. It is aged until its flavor, bouquet and strength are unsurpassed.

There is a good margin of profit for you in selling Shirriff's True Vanilla.

Shirriff's True Vanilla

Imperial Extract Co.
Matilda Street, Toronto



Sanitary Cans

"The Can of Quality"

Tomatoes, Peaches, Pears, Plums, Apples.

Enamel Lined Cans for Strawberries, Raspberries, Beets.

Sanitary Can Co., Ltd.,
NIAGARA FALLS, ONT.

OYSTER WEEK

Oct. 20th to Oct. 25th

BUT

SEALSHIPTICASE
SEALSHIPT
OYSTERS
Direct from the Oyster bed free from water ice or preservatives
A PURE FOOD natural flavor and freshness guaranteed
SEALSHIPT OYSTER SYSTEM

The business of the "SEALSHIPT" Oyster System's Canadian Branch has been taken over by us. We can fill all orders promptly for "SEALSHIPT" Oysters or equipment.

you can extend it throughout the entire winter if you start it right by handling oysters that are satisfactory to the user the first time they are bought.

By making a special effort to get your trade started using oysters next week you are doing them a good turn, for oysters are more economical than other meats, and economy to-day is the household slogan.

You too are going to come in for your share of the business that otherwise would go entirely to the meat shop. Oysters pay well, so why not start your patrons when the rest of the trade start theirs. All push at once.

Help start the big Oyster Wheel a-rolling. Get your shoulder to the wheel to-day, and advise us as to your requirements. Get our proposition in detail.

There is nothing better grown than the four-year-old northern grown stock we are shipping.

CONNECTICUT OYSTER CO.

"Canada's Exclusive Oyster House"

50 JARVIS ST. TORONTO

See Pages No. 41-42

THIS IS THE 1,350th ISSUE OF

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII. PUBLICATION OFFICE: TORONTO, OCTOBER 24, 1913 No. 43

Remember,
Mr. Grocer—

Grape-Nuts

Is in a class by itself.

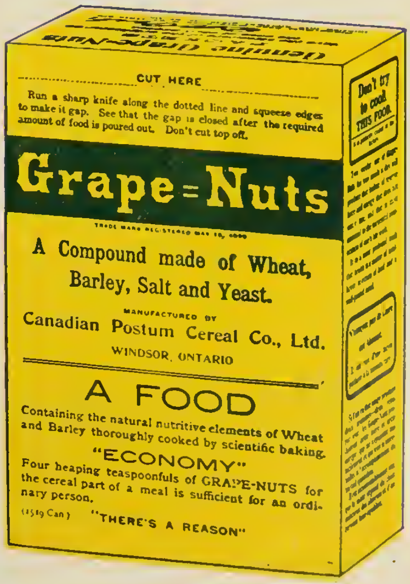
Its users are the families considered your best trade —thinking people who **know what they want.**

When a Grocer introduces a package of Grape-Nuts into a family, he starts a line of trade which is little disturbed by competition—a line of trade that will insure continued profit from the steady trade of that family.

The profit is good. There's no risk, because the **sale of every package is guaranteed.**

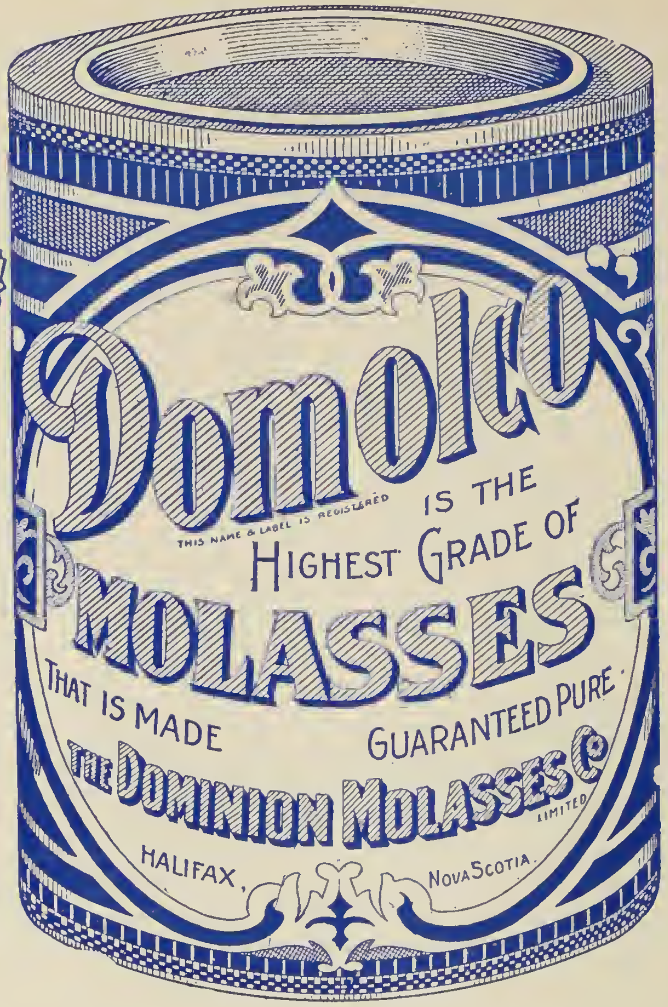
"There's a Reason"
for pushing **Grape-Nuts**

CANADIAN POSTUM CEREAL CO., LTD.,
WINDSOR, ONT.


Genuine Grape-Nuts
CUT HERE
Run a sharp knife along the dotted line and squeeze edges to make it gap. See that the gap is closed after the required amount of food is poured out. Don't cut top off.
Grape=Nuts
A Compound made of Wheat, Barley, Salt and Yeast.
MANUFACTURED BY
Canadian Postum Cereal Co., Ltd.
WINDSOR, ONTARIO
A FOOD
Containing the natural nutritive elements of Wheat and Barley thoroughly cooked by scientific baking.
"ECONOMY"
Four heaping teaspoonfuls of GRAPE-NUTS for the cereal part of a meal is sufficient for an ordinary person.
"THERE'S A REASON"
Don't try to cook THIS FOOD.

Delicious Pure and Wholesome

A High Grade Molasses



Note the registered label

The people will ask for it

THE TASTE THAT GROWS

Domolco is a high grade table molasses, especially delicious, pure and wholesome. It has a refined definite flavor all its own that grows on your trade and places it on the regular grocery list.

Domolco Molasses is especially healthful and has been proven to be a body builder.

We have spent and are spending a great deal of money in putting this molasses before the public — advertising it in various ways. Will you take advantage of this advertising and fill the people's requirements?

Write to-day for prices, etc.

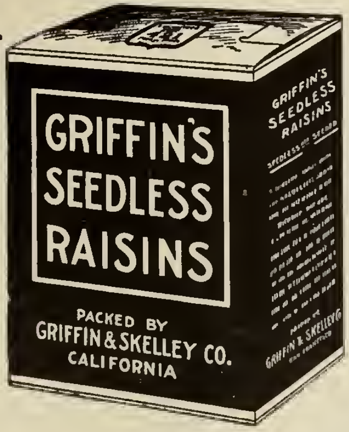
The Dominion Molasses Co., Limited

HALIFAX, N.S.

"Griffin & Skelley" Sterilized Prunes

Griffin & Skelley pack **only** Sterilized Prunes — Sterilized with hot steam —Not dipped — No abnormal shrinkage — No living animal matter—No bacteria or germs—when "Sterilized" in this way. If seeking highest quality in Canned Fruits, be guided by the reputable name of "Griffin & Skelley," and you'll be absolutely safe.

The Best Only
Always the Best


GRIFFIN'S SEEDLESS RAISINS
PACKED BY GRIFFIN & SKELLEY CO. CALIFORNIA
GRIFFIN'S SEEDLESS RAISINS

Seedless not Seeded

A distinct fancy variety of **Absolutely Seedless Raisins** cured in the sun. Most highly flavored, most wholesome and the cleanest. The Griffin & Skelley line of dried fruits and vegetables are known as the standard for evenness of quality and packing. Your customers will appreciate it if you sell them this pack.

"Griffin & Skelley's" Canned Fruits

Canned Apricots, Canned Peaches, Canned Grapes, Pears, White Cherries, Black Cherries, Blackberries, Damson Plums, Egg Plums, Golden Drop Plums, Greengages, Raspberries, Strawberries and Pineapples—fruits of recognized canned excellence. By the name "Griffin & Skelley," you shall know these products as safe canned fruits to buy and sell.

We sell only the best of its kind

Arthur P. Tippet & Co.

AGENTS

MONTREAL - TORONTO

Everybody knows E.D.S. Jams *and* Jellies *by* Reputation

These quality fruit products are extensively advertised to the consumers throughout Canada. This, together with the high quality of these prepared fruits ensures big sales for the dealer.

E.D.S. Jams, Jellies, Marmalades, Catsups, etc., are absolutely pure. The Government Inspector has stamped his approval.

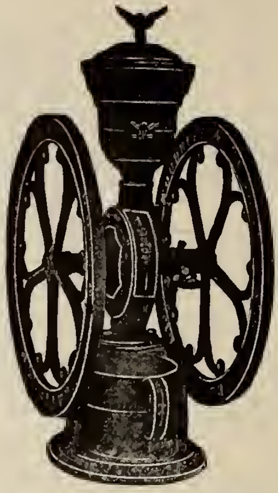
Send in your order now for new season's fruits for your holiday and Winter trade.

Made only by

E. D. Smith & Son
Limited
WINONA ONTARIO

AGENTS:

NEWTON A. HILL	Toronto
W. H. DUNN	Montreal
MASON & HICKEY	Winnipeg
R. B. COLWELL	Halifax, N.S.
J. GIBBS	Hamilton



3¼ pounds of Coffee ground in 1 minute

This is what the larger **Elgin National Coffee Mills** will do—smaller sizes in proportion.
Dealers certainly appreciate this speed and those who have taken the trouble to investigate this and the many other exclusive features of the "Elgin" know for a certainty that it cannot be beat and that is why so many have the "Elgin."
Elgin National Coffee Mills are fitted with special adjuster and new force feed STEEL CUTTING grinders.

Write to any of these jobbers for illustrated catalog containing prices. Don't delay—Act to-day!
MONTREAL—The Canadian Fairbanks Co. (and branches).
TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour & Co.; Dearborn & Co.
WINNIPEG—Blue Ribbon, Limited (and branches); the Codville Co. (and branches).
REGINA, Sask.—Campbell, Wilson & Strathdee, Ltd.
SASKATOON—Campbell, Wilson & Adams, Ltd.
EDMONTON, Alta.—The A. MacDonald Co.
CALGARY—Campbell, Wilson & Horne, Ltd., and P. D. McLaren, Ltd.
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelly, Douglas Co.; Ltd.; Empress Manufacturing Co.

Made by Woodruff & Edwards Co., Elgin, Ill. U.S.A.

Banner Brand Jams

Genuine goodness in jams and jellies is the quality that induces customers to come back again and again.

If the deliciousness is there the dealer need not worry about the sales and profits.

Banner Brand Jams are as pure as fresh ripe fruit, pure apple jelly and the best granulated sugar can make them.

Put up in 2, 5 and 7-lb. gold lacquered tin pails, 30-lb. wood pails and 12-oz. glass jars.

New season's fruits now ready. Write us or get in touch with our nearest representative.

LINDNERS LIMITED

340 Dufferin St., TORONTO

Phone Parkdale 2985

REPRESENTATIVES:
The Amos B. Gordon Co., Toronto; Watt, Scott & Goodacre, Montreal; H. D. Marshall, Ottawa, Ont.; C. A. Munroe, St. John, New Brunswick; W. H. Lyne Usher, Halifax, Nova Scotia and Prince Edward Island; H. Donkin & Co., Vancouver; W. L. McKenzie & Co., Edmonton and Regina; Western office at Winnipeg.

The best that science can produce.

You will please your customers by recommending

BORDEN'S

Milk Products

THE LEADERS OF QUALITY

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch office: No. 2 Arcade Building
Vancouver, B.C.

THE NEW HOME OF

PERRIN'S BISCUITS

LONDON CANADA

Simcoe Brand Baked Beans in their different styles—plain with chili or tomato sauce is the standard bean food of Canada.

The Simcoe Brand is very widely known from East to West, from North to South and everywhere known is the prime favorite. It is the family food, perfectly cooked and carefully prepared, by the most scientific process.

Few people appreciate the true-to-Boston bean flavor of the Simcoe Baked Beans as much as those who really know the flavor of the original Boston Baked Beans.

It is this appetizing flavor that makes the Simcoe Brand the most profitable for you to handle—that insures you quick, profitable turn-over.

Order Your Winter's Supply Now.

Dominion Canners, Ltd.
HAMITLON, ONT.

Tartan BRAND

THE SIGN OF PURITY

"TARTAN Salmon is the highest grade of fish packed. If you want a real trade winner, book up with our travelers for Fall delivery at the lowest price issued in many years.

TARTAN Brand Fruit and Vegetables as far as packed are the finest we ever opened.

Our travelers have full particulars of all fall goods, Mediterranean Fruits, etc.

TARTAN Brand Spices, Extracts, Jelly Powder manufactured by us of highest quality. Full assortment of Wagstaffe's Jam and Imperial Golden and Silver Grain Vinegar.

When in a hurry for goods, 'phone us and experiment with us. We are the original "quick shippers."

BALFOUR, SMYE & CO., Wholesale and Manufacturing Grocers **HAMILTON**

OLD CALABAR

DOG AND PUPPY BISCUITS

Agent—KENNETH H. MUNRO, Montreal

ZIP HAND CLEANER

Cleaned Hands before the other preparations were known. Manufactured long ago from a formula resulting from years of study, ZIP to-day holds premier place amongst hand soaps.

ZIP ZIP ZIP

Get that little word. "Zip" up your sales to high gear. Zip does just what the others do, but a great deal better.

Ask us about our premium plan. It increases sales all along.

The Zip Mfg. Company, - Sutton, P. Q.

AGENTS:—R. E. Boyd & Co., Montreal; The Harry Horne Co., Toronto; Leadley & Company, Winnipeg; A. Francois Turcot, Quebec, Que.; C. O. Genest & Fils, Sherbrooke, Que.

B. CANNON & Co., Ltd.
LINCOLN, ENGLAND

PURE GELATINES

Stocks:-Toronto, Montreal, New York.

SOLE AGENTS

FINEGAN & ELLIS
506 Board of Trade Bldg.
TORONTO

More Than Ever in a Class by Itself

One of our 12 new models. Wouldn't it be a good idea then to look into the Coles? It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO.
1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

"LE PHENIX BRAND" (Imported)

ROQUEFORT CHEESE

FINEST FLAVOUR HIGHEST QUALITY
A PROFITABLE LINE TO HANDLE

Our Fall Consignment Just Landed

WRITE FOR PRICES, STATING QUANTITY REQUIRED
REQUIRED

KIRKWOOD & SONS, 176 Dupont St.
TORONTO
CANADIAN AGENTS

CLEAVE'S Devonshire Cream CHOCOLATE

Unrivalled!

The Cleave line of chocolates are necessary to your confectionery department if you wish to swell both sales and profits

ATTRACTIVE 5 cent LINES

Devonshire Cream Chocolate (Plain)
" " " Hazel-nut
" " " Macaroon
Superb Lunch Chocolate (Plain)
Chocolate Ice Wafer Biscuits
and other popular sellers made by

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

Write for Prices to Wholesale Agents
FRANK DAVY & CO., 6 St. Sacrament St., Montreal

SYMINGTON'S SOUPS

One packet of any of the eleven varieties makes a quart of rich, nourishing, and wholesome soup.

The flavours are distinctive and delightful. Let any home-cook try these fine soups—just once!

Mulligatawny, Green Pea, Lentil, Pea, Celery, Onion, Ox Tail, Scotch Broth, Tomato, White Vegetable, Mock Turtle.

Easy to prepare—put the contents of packet into water—stir—boil—serve.

Canadian Agents:—
Messrs. F. E. ROBSON & CO.
25 Front Street East, Toronto

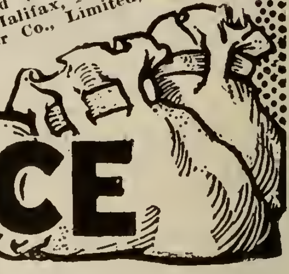
If it's BUSINESS you want, Sir, H.P. Sauce will surely bring it along—

H.P. is no shelf-warmer, it's no sooner on than it's off again—off again to good purpose, too, to your customers and to you.

Don't **TRY** to do without

W. G. Patrick & Co., Limited, Toronto, Montreal, Winnipeg and Vancouver.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Limited, Birmingham, Eng.

H.P. SAUCE



"Rideau Hall" Coffee

Old coffee drinkers will soon tell you that "Rideau Hall" coffee is the finest they have ever tasted. Send for trial order and get some of your coffee-drinking friends to pass judgment on it. It is the result of long experience in coffee blending—it is the coffee triumph of an expert.

Comes in one-pound and 25c tins.

Gorman, Eckert & Co., Limited
LONDON, ONTARIO
Western Selling Agents, Mason & Hickey, Winnipeg

NO EXPENSE BETWEEN DRINKS

Instantaneous Electric Water-Heater.

A money-maker for Small Stores, Restaurants, Lunch Counters or Hotels, where drinks are dispensed.

Can be attached to any electric light socket.

Much cheaper to operate than old style urns.

Water boils in 45 seconds.

Capacity 3 quarts.

J. J. McLaughlin Limited

Toronto **Edmonton**

"SOVEREIGN"

QUALITY BRAND QUALITY

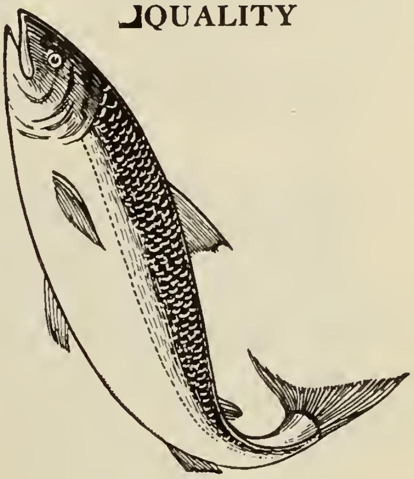
SALMON

QUALITY—NOT PRICE THAT SELLS

IT IS IMPORTANT THAT
RETAIL GROCERS
SHOULD STOCK

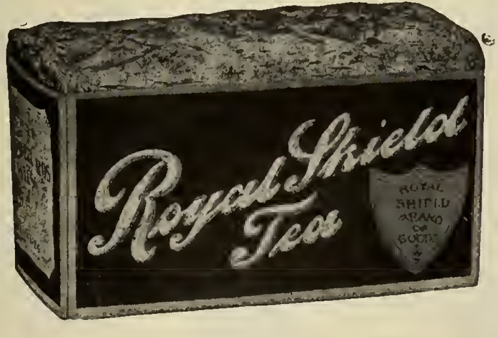
"SOVEREIGN" SALMON

Thereby assuring a strong and healthy competition among first class standard brands.



Anglo B.C. Packing Co., Ltd., Vancouver, B.C.

"FINEST GRADE OF SOCKEYE SALMON."



Royal Shield Specialties

Behind the **Royal Shield** label is a quality of goods that is appreciated by the better trade—unparalleled service for the grocer. Our offices and warehouses are situated at central distributing points as mentional below.

Among our lines are: Royal Shield Tea, Royal Shield Coffee, Royal Shield Jelly Powders, Shield Baking Powder, Royal Shield Extracts.

Drop a card to-day for trial order. It will pay you to get in touch with us.

Campbell Bros. & Wilson, Ltd.
WINNIPEG
Campbell, Wilson & Adams, Ltd.
SASKATOON
Campbell, Wilson & Horne, Ltd.
CALGARY, EDMONTON & LETHBRIDGE
Campbell, Wilson & Strathdee, Ltd.
REGINA

WHOLESALE GROCERS and IMPORTERS

MODERN GROCERY EQUIPMENT

Adds an air of distinction to your store —and

ATTRACTS TRADE.

The "Walker Bin" System

will save 25% of your floor space and also of your expense for skilled salesmen.

Is this worth your consideration?

We manufacture the best in show cases and refrigerator counters.

Write now for illustrated catalogue and estimates.

Walker Bin & Store Fixture Co.,
LIMITED
Berlin, Ontario

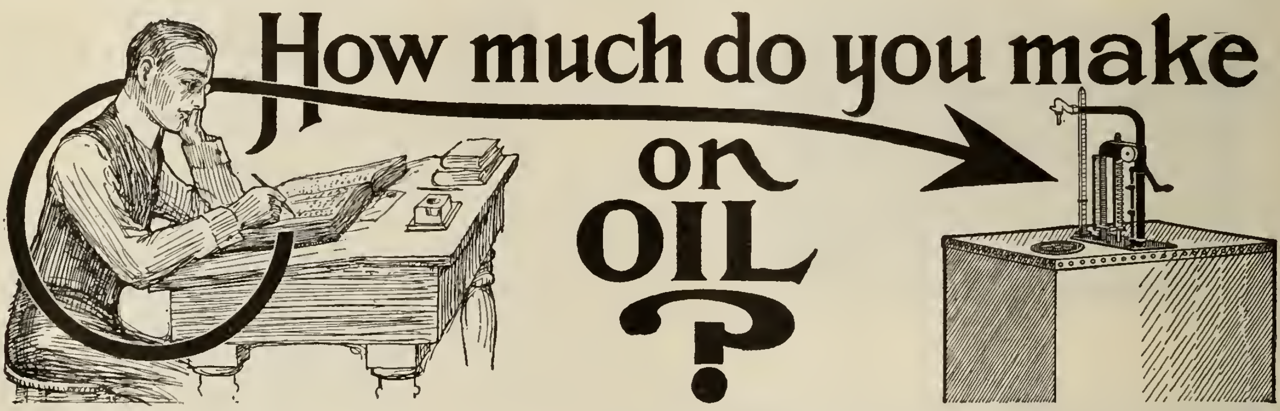
WALKER PATENTED BINS

REPRESENTATIVES:
Manitoba: Watson & Truesdale, Winnipeg, Man.
Northern, Sask.: North-West Specialty Co., Saskatoon, Sask.
Southern Sask. and Alta.: J. N. Smith, Box 695, Regina, Sask.
Vancouver: Western Plate Glass Co., 318 Water St.
Montreal: W. S. Silcock, 33 St. Nicholas Street.
Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.B.

WALKER PATENTED BINS

TWO CENTS PER WORD

with a Want Ad. in this paper.
You can talk across the continent for two cents per word


How much do you make
on
OIL
?

There's a good margin of profit in oil. It's a steady staple and you sell a lot of it. How much do you make? You can't tell unless you have a BOWSER SELF-MEASURING OIL TANK. The old style wastes oil by dripping, and that reduces your profits. The BOWSER has an automatic cut-off that prevents dripping and waste, and PROTECTS YOUR PROFIT. It pays for itself in a few months' savings. It not only saves oil, but it saves other goods from being damaged by it. With a BOWSER you hang the customer's can on the nozzle and pump. There's no oily measure and funnel to bother with. When the can is full the BOWSER Computer shows at a glance how much to charge, just like your computing scales—no guesswork! Find out about it. Write for our catalogue and full information. Let us show you how to MAKE MONEY on oil.

S. F. BOWSER & COMPANY, Inc.

66-68 Frazer Avenue - Toronto, Ont., Canada

Made by Canadian Workmen and Sold by Canadian Salesmen. Sales Offices in all Centres and Representatives Everywhere.

Original patentees and manufacturers of standard, self-measuring hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc.

Established 1885.

Clark's Pork and Beans

Plain Sauce, Chili Sauce, Tomato Sauce

Where
CLARK'S
EXCEL
IS IN

QUALITY

The essential feature of all foodstuffs and the most powerful selling factor.

High quality, reasonable selling price, fair margin assisted by extensive and judicious advertising, make

Clark's Pork and Beans

the easiest and most profitable line for you to handle.

STOCK THE GOODS THAT SELL.

W. CLARK, - MONTREAL

The Connaught

A Princely Biscuit

Pat-a-Cake

Bourbon

Chocolate Sandwich

Ye Billiken

P. F. Short Cake

biscuits from across the "brine"

Peek, Frean **P.F.** London

Peek, Frean's Biscuits are the most toothsome of all. :: ::

Have you tried the famous P.F. Short Cake?

Proof of the popularity of this delicious biscuit is in the fact that about 325,000,000 were sold the year of its introduction. The delightful crispness, the genuine old time short cake flavor and the richness of quality not only sell the first order, but ensure continued demand.

The Connaught

P. F.'s latest introduction—a delicious biscuit—good design, popular name, attractive flavor, striking label. About 48 to the lb. All P. F. Biscuits are shipped in hermetically sealed tin boxes, are always oven fresh. A postal to-day to any agent will bring samples of these lines.

PEEK, FREAN & CO., Limited
Biscuit Manufacturers
LONDON, ENG.

AGENTS: British Columbia—The W. H. Malkin Co., Ltd., Vancouver; Alberta, Manitoba, Saskatchewan, Ruttan & Chipman, Fort Garry Court, Winnipeg; Ontario, The Harry Horne Co., 309-311 King St. W., Toronto; Ottawa and Eastern Canada, Frank L. Benedict & Co., 45 St. Alexander St., Montreal.

TEA SPECIAL!!

TEAS.—The market in teas show an advance, and market firm. We managed to pick up a few lines at a price considerably less than they are actually worth, and intend giving our friends the benefit of our purchase. We offer:—

CEYLON GREEN YOUNG HYSON. — This is good style and draw and well worth 3 cents per lb. more than we ask. 60 lb. boxes .... .20

JAPAN.—We have secured a few hundred boxes of this line below its actual market value to-day, and while it lasts you may have it at appended price. This line is good style and good in the cup.

JAPAN SPECIAL No. 1. 80 lb. boxes .... .16

We have also secured a special line of a good drawing and good style Japan which we offer:

JAPAN SPECIAL No. 2 80 lb. boxes .... .20

Fenwick, Hendry & CO.

Importers and Manufacturing Wholesale Grocers

KINGSTON, ONTARIO, CANADA

'CAMP' COFFEE-SIR

not only makes new customers, but keeps the old. 'Camp' has a ready and a steady sale. Its invigorating properties and enticing flavour have brought 'Camp' to the front.

'Camp' will help you capture a wide area of lasting business.

See that your stock is right

R. Paterson & Sons, Ltd.
Coffee Specialists,
Glasgow.

For a century and a half

PURNELL'S

Finest English PICKLES

have been noted for their purity and excellence of flavor.

Only the finest vegetables, spices and vinegars are used in their making and they appeal with force to the discriminating buyer.

Agents everywhere.

Purnell & Panter Limited

BRISTOL, ENGLAND

John Gray & Co., Limited

Glasgow Scotland

1 lb. Floral Glass

Samples and Prices from

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn, 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 47 Wellington St. East; Ottawa, E. M. Lerner & Sons, 11 York Street; British Columbia and Yukon, Kirkland & Rose, 312 Water Street, Vancouver.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Brantford Cold Storage Co.
LIMITED
Wholesale Produce Merchants
If you are in need of
HONEY
In any quantity write us for quotations
BRANTFORD, ONT.

Wire us for prices on Currants. We represent Mr. C. Ceroni, one of the best and most reliable packers in Greece.

W. H. MILLMAN & SONS
Wholesale Grocery Brokers
Toronto, Ont.

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents
and Importers
77 York St. - Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

The
Condensed Ad.
page
will interest you

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
LTD.
Wholesale Grocery Brokers & Manufacturers' Agents,
WINNIPEG
We solicit accounts of large and progressive manufacturers wanting live representatives.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
Saskatoon - Western Canada

Eastern Manufacturers Limited
Manufacturers' Agents,
Saskatoon, Saskatchewan.
Cover Northern Saskatchewan completely. The jobbing trade in Saskatoon, Yorkton, North Battleford and Prince Albert is visited daily. We want to represent you in this large and growing territory.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER and MANUFACTURERS' AGENT.
Trade Established, 15 Years
Domestic & Foreign Agencies Solicited

When writing advertisers, kindly ention having seen the ad. in this paper.

W. H. Escott Co., Ltd.
Wholesale
Grocery Brokers
181-183 Bannatyne Ave.
Winnipeg, Canada
Branches Covering
All the Wholesale Centres in the West

WESTERN PROVINCES—Continued.

NORTH-WEST SPECIALTY CO.
Manufacturers' Agents
Cover Saskatchewan completely. All large centres visited monthly. Open for agencies for all kinds of Store Fixtures and Specialties. Warehousing facilities.
Suite 109, Willoughby-Summer Block, Saskatoon, Saskatchewan.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

RUTTAN & CHIPMAN
WHOLESALE GROCERY BROKERS
and
MANUFACTURERS' AGENTS
Fort Garry Court, Main Street.
Winnipeg - Canada

SIMPSON PRODUCE CO. Winnipeg Man.
Will be pleased to discuss with agents or manufacturers of Bakers', Butchers' or Grocers' specialties, the introduction of their lines to the Prairie Provinces—we go direct to the trade or through the Johhers.
Dealers in High Class Produce and Provisions.
Simpson Produce Co. 248-252 Princess St. Winnipeg, Man.

LEADLAY LIMITED
332 Bannatyne Ave.,
Winnipeg, Man
Grocery Brokers & Importers
"Foster-Clarkes Cream Custard."

Manufacturers' Agents and Brokers' Directory

(Continued.)

BRITISH COLUMBIA.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

852-6 Cambie St., Vancouver, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

O'Loane, Kiely & Co., Ltd.

WHOLESALE GROCERY BROKERS

CANNED GOODS, DRIED FRUITS, ETC.
CANNED SALMON A SPECIALTY

We cover British Columbia and Alberta

Head Office - - Vancouver, B.C.
Reference : The Bank of Montreal.

The CAMPBELL BROKERAGE CO.

Manufacturers' Agents and Commission Brokers.

We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.

857 Beatty Street . Vancouver B. C.

STUHR'S

GENUINE CAVIARE,

ANCHOVIES IN BRINE

(Salted Sardels).

In Tins and Glasses.

"Please ask for our offer"

C. F. STUHR & CO., HAMBURG.

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

NEWFOUNDLAND.

The CHAMBERLAIN-DOWNEY Company, Limited.

Wholesale Jobbers & Manufacturers' Agents.

Grocery, Confectionery and Tobacco Specialties. Correspondence solicited on Domestic and Foreign Lines.

TRACKAGE AND WAREHOUSE.
1214 Homer Street, Vancouver, B. C.

E. O. CORNISH

COMMISSION AGENT

Canned Goods a Specialty

821 Pender St. W., Vancouver, B.C.

McCANN & LANGFORD

Winch Building Victoria, B.C.

Manufacturers' Agents and Commission Brokers.

We can give special attention to a few good agencies. Anything we handle we push

References: Bradstreets, Royal Bank, Union Bank.

T. A. MACNAB & CO.

ST. JOHN'S NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

When writing advertisers, kindly mention having seen the ad. in this paper.

A Few Dollars More a Week

makes a big difference in your yearly income.

Have you ever thought how you might add to your weekly salary without interfering with your regular work?

Will you let us solve this problem for you?

So far this year, we have shown seventy-five enterprising and ambitious clerks how to make $5.00 a week more during their spare hours. They will each make this additional salary every week this year, and longer should they wish.

If you would like us to show you, write to-day.

This is genuine.

THE MACLEAN PUB. CO.
143-9 University Ave., Toronto

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

Every Metchant who handles—

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you.
If you have a bad headache.
If you are feverish.
If you do not sleep well.
If you are nervous.
If you have LaGrippe.
If you suffer from neuralgia.
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name ....

With (Name of firm) ....

Street ....

City or town ....Prov..........

JAPAN TEAS

FURUYA & NISHIMURA

The Test of Time

For more than forty years, Electric Paste Stove Polish has met every requirement of thousands upon thousands of critical housekeepers. What more could you ask? Have you tried it yet?

For Sale By All First-Class Jobbers in Canada.

Manufactured only by John Diamond, 458 North Third St., Philadelphia, U.S.A.

CAIRNS'
NEW SEASON'S
By Royal Appointment.
JAMS & JELLIES.
PAISLEY, SCOTLAND.

— they smack of the fresh-from-tree, bush and vine flavor. Cairns' Jams, Jellies, Marmalades are True British in quality and have satisfied the demands of the better trade, including the Royal Household for many years.

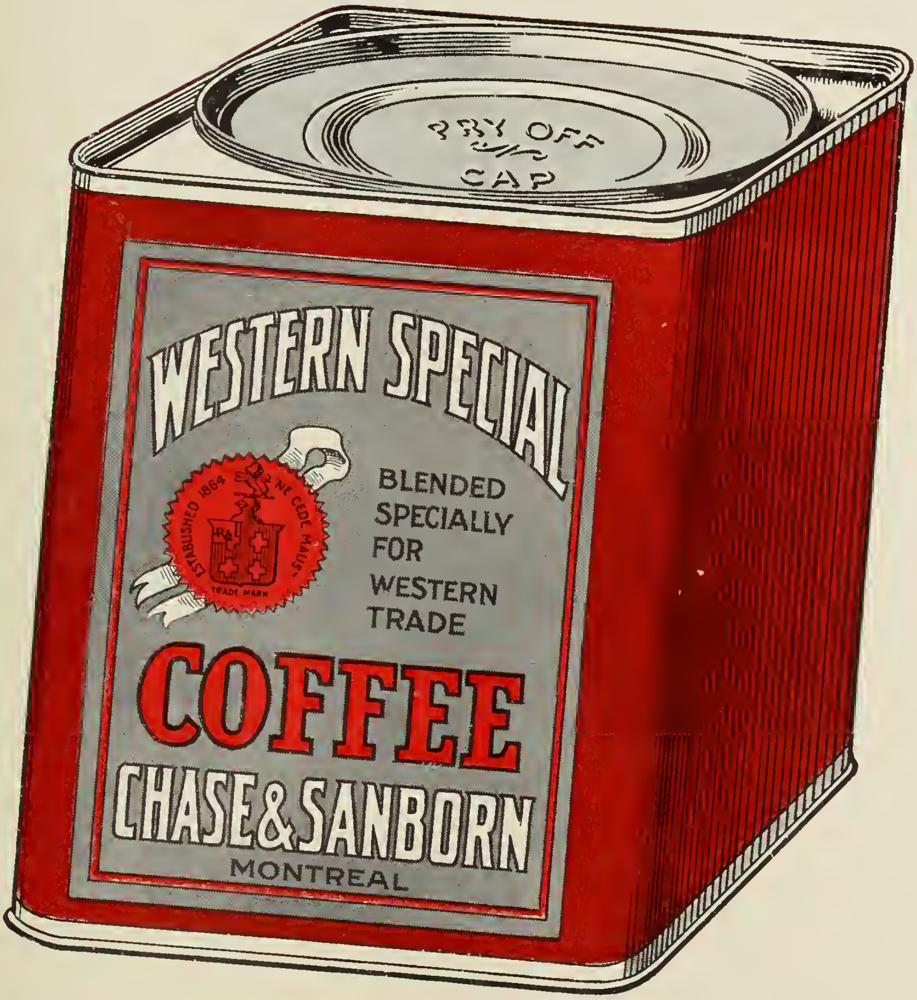
Genuine "Old Country" Quality

They are guaranteed absolutely to be as pure and of as fine flavor as the best known facilities and careful handling can make them. They please the better trade.

Alexander Cairns & Sons
Paisley, Scotland
Canadian Agents:
SNOWDON & EBBITT, Montreal, Quebec
Agents for British Columbia
NELSON, SHAKESPEARE, WATKINS, LTD.,
Vancouver, B.C.

CAIRNS'
NEW SEASON'S
By Royal Appointment.
BLACK CURRANT JAM.
PAISLEY, SCOTLAND.

WESTERN SPECIAL COFFEE



Packed only in one and five pound CANISTERS

30-1 lb. to the case.
6-5 lb. to the case.

When you know what this canister means, you have solved the problem of serving a high-grade coffee to your customer at a moderate price.

There is additional satisfaction in knowing that you also enjoy a comfortable profit.

CHASE & SANBORN, MONTREAL

The taste that did it

Written by this Grocer's son.

"FOR years a Red Rose traveller had called on us, (Messrs.———— & Sons, prominent grocers, Niagara Peninsula), but had not sold us.

We had worked up a nice tea trade with as good a 25c tea as we could procure. Our customers did not seem to be enthusiastic about the quality of the tea we were selling.

Finally the Red Rose Tea traveller became very anxious to sell us, and got us to promise to use a few pounds of Red Rose ourselves, which he kindly gave us, stating that he wished to prove to us that we were making a mistake in selling cheap tea.

Satisfied Dealer—
Satisfied Customers

Well, the next trip we gave him a small order. We then introduced 40c Red Rose Tea to our customers, and they in turn became not only users of Red Rose, but began to talk about it and advertise us as selling really good tea.

A Growing Taste—
A Growing Profit

The Red Rose taste has grown in this town, and we sell practically nothing else but Red Rose Tea at 40c, with a profit of 10c per pound instead of 6c, as formerly.

This has been a lesson to us in other lines, and we have since made strong efforts to sell the better class of goods."

The Red Rose taste—rich full flavor has done it for others. It will do the same for you.

Why not ask your customers to try 40c Red Rose Tea?

Red Rose Tea

"Is Good Tea"

T. H. Estabrooks Co., Limited

Head Office:- ST. JOHN, N.B.
Western Branches:
Winnipeg, 156 Lombard St.
Calgary, 322-326 Ninth Ave. W.

7 Front Street East
TORONTO, Ont.

The Canadian Standard of Quality

St. Lawrence

Extra Standard Granulated
100% Pure Cane Sugar.

John Duncan & Co.

Montreal

TEAS

of all grades from every tea producing country in the world.

Ask us for Samples.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations

272 Pages
Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

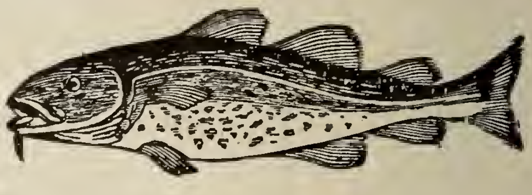
Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

Are You Getting Your Supply of

"Ocean Brand"

Haddies,
Kippers,
Bloaters,
Fillets?



THEIR QUALITY IS THE CAUSE OF THEIR SUCCESS

For All Kinds of Fish, especially
North Atlantic Sea Products,
Ask____

North Atlantic Fisheries Limited, Montreal

THE VERY FINEST CEYLON TEA

IS USED TO UPHOLD THE UNEXCELLED REPUTATION ENJOYED BY

To fully satisfy your customers give them "SALADA." Each grade contains the finest tea possible and is of absolutely uniform quality. Remember the sale is guaranteed.

"SALADA"

LONDON, ENG.	BUFFALO	NEW YORK	TORONTO	MONTREAL	BOSTON	CHICAGO	DETROIT
41 Eastcheap	78 W. Genesee	100 Hudson St.	32 Yonge St.	St. Paul St.	34-35 S. Market St.	361 N. River St.	Shelby Block

Branches also in Pittsburg and Philadelphia

WHITE SWAN
YEAST CAKES
MAKE LIGHT, WHITE, SWEET AND HEALTH-GIVING BREAD

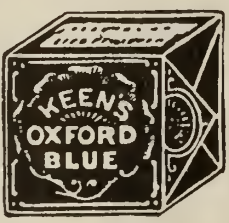
Two Satisfactions

Every time you sell a box of **White Swan** Yeast Cakes or Baking Powder you produce double satisfaction. You satisfy the customer because **White Swan Specialties** produce the better results, and you win for yourself both profit and the good-will of your patron—the business satisfaction.

"Surity
of
Purity"

Order from your wholesaler or direct.

White Swan Spices & Cereals Limited, Toronto



KEEN'S OXFORD BLUE

KEEN'S OXFORD BLUE

The New Bride will appreciate your thoughtfulness in sending her Keen's Oxford Blue. It is the favorite of the modern housewife who takes a womanly pride in her lily white washing.

FOR SALE BY ALL THE CANADIAN JOBBING TRADE

MAGOR, SON & COMPANY, Limited

403 St. Paul Street, Montreal

30 Church Street, Toronto

Agents for the Dominion of Canada

Successful Sales

are those which are backed up with the right goods.

Crown Brand Corn Syrup

once sold to a Customer means **repeat orders.** You can particularly recommend CROWN BRAND to those of your customers who have growing boys and girls. Have you enough "CROWN BRAND" on your shelves?

THE CANADA STARCH CO. LIMITED

MANUFACTURERS OF THE

EDWARDSBURG BRANDS

Cardinal and Brantford

Montreal, Toronto, Calgary, Vancouver

Running Clear of the Long Arm of the Law

Letter From Canadian Grocer Reader Which Shows That Law Has Little Respect for Good Intentions — Is Fined for Selling Adulterated Pepper Which He Purchased as Pure—Question as to Extent of Fine—What the Warranty Does.

Editor Canadian Grocer.—Being a subscriber of the Canadian Grocer and having read that you answer questions submitted by subscribers to you, we have the following to submit:

We bought some white pepper from a reliable wholesale firm with good faith that we were buying pure genuine pepper and sold same as we bought it, purely with the intention of giving first class goods to the buyer.

An inspector came round and bought a sample of our white pepper and after going through analysis by Inland Revenue it was found to be adulterated.

Seeing in their bulletin that our pepper was adulterated we were expecting to hear from them all the while but there was nothing done by them in sending us information.

The very first thing we were informed in an hour's warning was to appear before the magistrate to arrange matters. Unprepared for this event we were left in the hands of the law to give us justice and were charged with the following:

Fine	$ 5.00
Inspector's Fees	5.70
Counsel's Fee	20.00
Analysis Fee	12.00
Court Fees	2.50

In reading over your Canadian Grocer found that different ones were fined on similar cases but the amount being so much inferior that we think we have had no justice and have been "stung." If so, in your opinion, what steps are we to take to readjust the matter?

SUBSCRIBER.

* * *

Fines in Other Cases.

On looking up past files of Canadian Grocer it is noticed that in some cases the fines and costs levied were about the same as those referred to in above letter. For instance, in the issue of July 18 there was a report to the effect that some Hamilton grocers were fined "$40 including costs" and a couple of Newmarket dealers "$30 including costs." In the following issue it was stated that a number of Montreal grocers were fined $5 and costs but the report did not mention the extent of the latter. The costs, of course, usually amount to much beyond the fine. While it does seem that $40.20 is a particularly high "costs" item alone as in this case, it must be remembered that the law is an expensive affair. In fact one manufacturer tells of a case where fine and costs amounted to some $60.

THE PROTECTION OF THE WARRANTY.

The clause in the Adulteration Act referring to the protection the dealer has in the Warranty is as follows:—

"If the person accused proves to the court before which any prosecution is brought for selling, offering or exposing for sale any article of food or drug that has been adulterated, that he purchased the article in question for and as an article of the same nature, substance and quality as that demanded of him by the purchaser or inspector, with a warranty to that effect according to the form in the third schedule to this Act, and produces the said warranty at the trial had on such prosecution, and also proves that he sold it in the same state as when he purchased it, and that he could not, with reasonable diligence, have obtained knowledge of its adulteration, he shall be discharged from such prosecution, but shall be liable to pay the costs incurred by the prosecutor, unless he has given due notice to him that he will rely on the above defence and has called the party from whom he purchased the said article into the case as provided for in this Act, in which case the Minister (Inland Revenue) may, as hereinbefore authorized, declare such article or so much thereof as the Chief Analyst reports as being adulterated to be forfeited to the Crown."

What the Act Says.

The Adulteration Act referring to this item of costs reads:—

"Any expenses incurred in procuring and analysing any food, drug or agricultural fertilizer, in pursuance of this Act, shall, if the person from whom the sample is taken is convicted of having in his possession, selling, offering or exposing for sale, adulterated food, drugs or agricultural fertilizers, in violation of this Act, be deemed to be a portion of the costs of the proceedings against him, and shall be paid by him accordingly; and in all other cases such expenses shall be paid as part of the expenses of the officer, or by the person who procured the sample, as the case may be.

"Such expenses of prosecution shall also include a reasonable counsel fee, in the discretion of the judge; and in the case of a private prosecutor, if the prosecution is dismissed as being instituted without reasonable and probable cause, the costs of defence shall be taxed against such prosecutor."

Maximum Fine is $200.

So far as the penalty is concerned the Act says that if the adulterant used in the food is not injurious to health, it shall not exceed $100 and costs and not less than $5 and costs. In the case of the majority of those retailers fined the penalty was $5 and costs—the minimum. If the adulteration is injurious to health the maximum fine is $200 and not less than $50.

Would Put Onus on Manufacturer.

While discussing this matter recently with one manufacturer of spices, the opinion was expressed that the manufacturer was the man the law should get after and not the retailer.

"The present method," he said, "is a hardship to the retail dealer and particularly the one unacquainted with spices. Such a man could easily be held to believe that a spice was pure when it was not. In fact, few apart from manufacturers themselves would have any idea about the matter.

"It seems to me that the most effective way to prevent adulterated goods being sold as pure is to appoint a Government inspector-chemist for spice factories. This would insure the purity of every article that left the factory labelled as pure."

This manufacturer pointed out that such an arrangement would be similar to the Government inspection of abattoirs where every good carcass is labelled sound and every bad one as unfit for food.

The Retailer's Protection.

As the law stands at the present time the retail trade should either deal with houses of known reputation or demand a warranty that the goods are pure. No retailer in a permanent business can afford to risk his good name by running the chance of a fine.

Canned Tomatoes Drop Below Opening Prices

Fine Weather Prolonged Canning Operations, and Full Pack is Likely in Case of Dominion Canners — Never a Better Season in Western Ontario, but There is Shortage in Prince Edward County—No. 3 Tomatoes Now 37½ Cents Below 1912.

During the past week the trade was somewhat surprised to learn of the reduction from opening prices in canned tomatoes. In our issue of October 4 (Fall Number) it was announced that tomatoes 3's, Group A, had opened this year at $1.15, as compared with $1.37½ a year ago. This meant a reduction of 22½ cents on the dozen.

This week, however, this paper has received notice of a reduction from the opening price of 15 cents per dozen, bringing the quotation on 3's down to $1.00 per dozen and 2's down to 87½c. Previously 2's were 97½c. The reduction on 2½'s is from $1.05 to 95 cents, and of gallons from $3.32½ to $2.92½, Group A considered in each case.

The reason given by the Dominion Canners for this reduction is the fine weather, which extended so long into the fall. This allowed tomatoes to ripen on the vines right up to a short time ago, and enabled the packing of tomatoes to be considerably prolonged. In the issue of October 4 of Canadian Grocer it was stated that delivery of tomatoes was not expected to be more than 60 per cent. It is, however, now likely that practically full delivery will be made.

Dominion Canners, in writing The Canadian Grocer re the lowering of prices, say:—

"We beg to advise that we have notified our customers that owing to the pack of tomatoes exceeding earlier estimates, due to exceptionally favorable weather conditions, we have revised our opening prices for tomatoes to as follows:

3's tomatoes, Group B, 97½ cents per doz.

2½'s tomatoes, Group B, 92½c per doz.

2's tomatoes, Group B, 85c per doz.

Gallons tomatoes, Group B, $2.90 per doz.

"We may say that these prices are along the lines of our policy for years back, viz.—that our prices would be in proportion to our pack, i.e.—the larger the pack the lower the price within limits. Earlier in the season there was every indication of a small pack of tomatoes; in fact, in the territory east of Toronto, especially in Prince Edward County, the pack was not 50 per cent. of an average. Fortunately packs in the West have been the most favorable in years, and up to the time of writing factories are still packing tomatoes.

"Your readers will, of course, appreciate that the overhead expenses—that is, the cost of labor and wages, also the expense of carrying over supplies, such as labels, cases, tins, etc., from one year to the other, being largely reduced this year, owing to a full pack, enables us to make the prices so attractive that the consumption will be enormous. It is many years since prices were as favorable on all lines of fruits and vegetables as this year, and we shall be disappointed if towards spring we are not able to make a material advance in our prices on any balance of canned goods that we carry over.

"We may also say that the quality this year is excellent, the weather conditions being most favorable; but, of course, it is impossible to pack fine quality if Nature does not do her share. However, this year Nature has done her duty, and we believe that we have done ours."

Editorial Note.—No. 3's, Group B, costing 97½ cents a dozen, will produce a margin of about 19 per cent. when sold at 10 cents straight. At 11 cents each the margin would be around 26 per cent.

Can Outside Canvassing Reach a Limit?

Interviews With London, Ont., Dealers Indicate That It Is Being Carried on on an Extensive Scale There—Consumers Look for It and the Rule Would be Difficult to Break.

Canvassing for orders exists in the city of London, Ont., with all its glories and all its disadvantages (according to the affirmations of different dealers), probably to as great an extent as any place in Canada.

It has reached a point where some merchants are almost in despair, and cry out loudly against it, while they recognize their helplessness to stay it, except so far as abolishing the system in their own business.

Even this is difficult where habit has bound customer as well as merchant for so many years.

A few days ago a woman 'phoned a grocer prominent in association circles there: "I'd like you to call around for my order every morning"—she lived pretty well on the outskirts.

The grocer demurred at a daily call—the household was quite small—and suggested a weekly.

"Well if you won't come every day I'll go to a man who will"—and the 'phone, mark you, was hung up. Why could she not have 'phoned in? But, no. She was used to the daily call, and did not consider the waste of the grocer's time.

A partner of a leading grocer remarked: "You can just tell them things are about in this way in London: We will go to a house and say: 'Lady, if you give us your order, we'll take out your ashes all winter.' And to the next one we meet, as like as not we'll coax her thus: 'Madam, if you have any parcels you want taken any place in the city our delivery boy will be only too pleased to take them. Now what is it you want us to send you to-day?' "

At an incredulous look of Canadian Grocer, he added, "Not literally that bad, you know; but not much better."

In another store the partners were discussing a new arrival in the neighborhood.

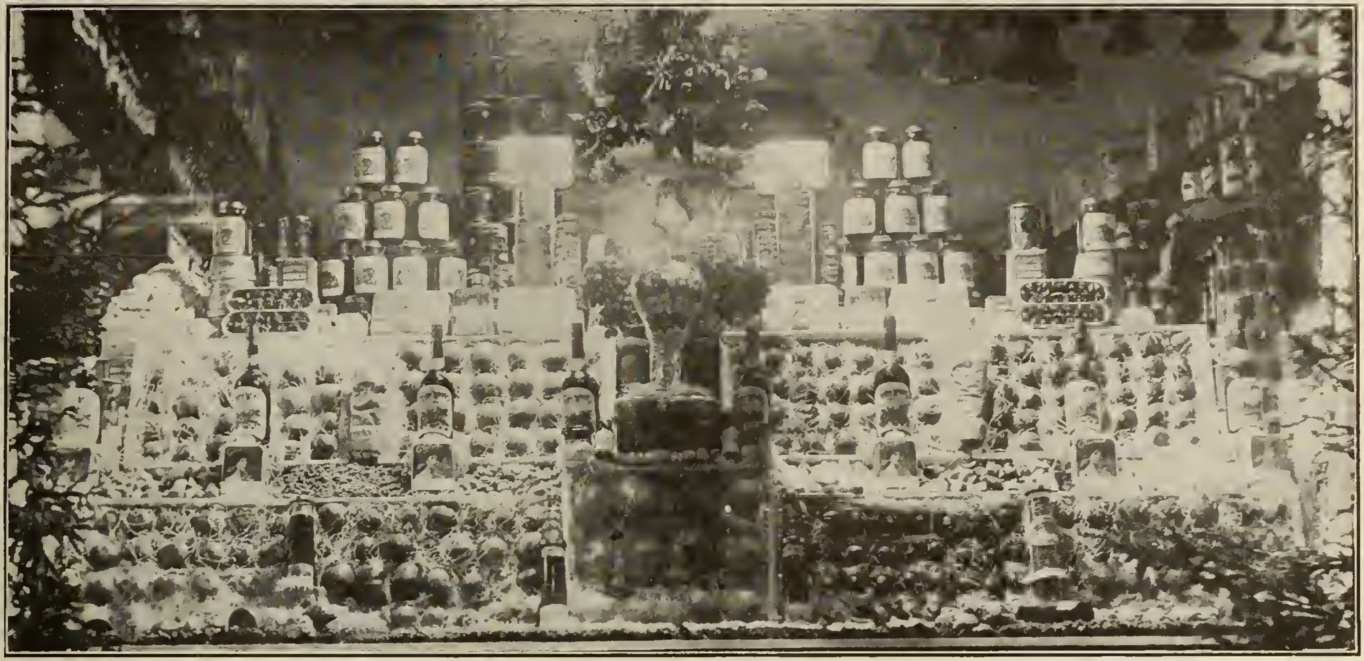
"When our man got there he found Mr. —— had been there before him, but I think we landed her."

A third grocer said he spent Mondays, Wednesdays and Fridays—the whole morning—going around taking orders.

"I have to do it, for if I didn't someone else will, and take away my customers," he explained.

In a fourth store an extreme case was met. The proprietor spends every hour of five days of the week canvassing for orders, and it matters not whether it be north, east, south or west, he covers the city. More than that: one of his clerks spends nearly one day besides taking orders. The only day spent in the store is Saturday. In this last case a special horse and rig is required.

A fifth grocery reported that the custom had been followed while in the east end, but since moving nearer the market, and securing this kind of trade, canvassing had been abolished. This store does a cash business now, except with a few of the older customers, who usually order by 'phone.



Christmas window shown in the store of B. S. McMurtry, Eglinton, prior to Christmas of 1912.

Attractiveness Exemplified in Xmas Window

Trim in the B. S. McMurtry Store, Eglinton, That Was Pleasing to the Eye—More Than One Display Used to Get the Trade — Getting a Good Photograph—Value of Filing Displays.

Attractiveness is a strong feature of the above Christmas window which was shown last December in the store of B. S. McMurtry, Eglington, North Toronto. It was trimmed by H. A. Hall, one of the clerks. This was not the only Christmas display used. In the McMurtry store the aim is to get as much of the holiday trade as possible so more than one Christmas trim was used. This was the second. The first showed dried fruits, canned fruits, etc., and was taken out to make this display with the exception of the bottom row. This included raisins, currants and peels with "A Merry Christmas" written in loaf sugar. As the floor of the window is flat this row does not show up in the picture.

THE TIME TO PLAN.

The all-important window of the year is the Christmas window. We are fast approaching the time when it must again make its appearance. What preparations are being made to surpass former efforts? Because last year's sold considerable goods will it be duplicated or will there be something new.

Now is the time to plan the Christmas window. The busy season is rapidly coming near when there will be little time for plans. But by anticipating it and meeting it half way one is relieved of considerable work and worry.

Varieties of Goods Shown.

This was backed up with grape-fruit, oranges and apples, with Christmas confectionery and nuts across the top. The glass shade in the centre contained crystalized fruits, the colors of which made a pretty centrepiece. Above this was hung two wreaths made from one large and one small hoop covered with red, white and blue fringed tissue paper. The largest hoop hung two feet above the other, holly and mistletoe covering the cords connecting the two. A large bell hung in the centre and several bunches of grapes were suspended from the lower hoop.

To the right and left of the jar of confectionery, figs in long boxes, fancy biscuits and preserved fruits.

To add to the attractiveness, evergreens were placed around the edges of the window and fine excelsior strewn among the boxes of handsome fruits. The edges of the boxes themselves were covered with tissue paper.

A FILE FOR DISPLAYS.

Herewith is given an attractive Christmas display. In the Fall Number and in last week's issue. others were shown and there are more to follow. Why not use these as a basis for the coming display if it has not already been planned? The best method of utilizing the trims Canadian Grocer has shown is by getting them all together. Have a file containing nothing but Christmas windows. As this paper is received each week, clip out the window displays and file them. It will be found an easy matter to arrange a good display using best points from all. Next week two handsome trims will be shown.

How Other Grocers Do Things

AFTER "LOOKING AROUND" CUSTOMER.

John McKerchar, a Winnipeg grocer, places great faith in display. He believes in showing as many goods attractively as possible.

"A customer should be able to look round and see what he is after. After a visit or two he should be able to go straight to the salesman handling any particular line. It is well to keep all departments from overlapping as much as is possible. In window dressing we always have a display of choice fruits in season on one side and vary the other window with displays suitable to the season," said Mr. McKerchar.

On entering the store it is observed that a counter extends the full length of the left side, the shelves being stacked with bottled goods and then canned goods right to the back. On the right side are fruits, confectionery and show cases for fancy biscuits, candies, etc. Farther back is the provision counter.

The office is at the back in a gallery over-looking the whole floor. A staff of twenty salesmen and others carry on the business.

How has John McKerchar built up this splendid business and come to the front rank among Western grocers? In two words that may be answered: by "energy and adaptability."

As he himself says, great changes in tastes and requirements have come about even in the last decade. The cost of living is partly the cost of high living. The old-fashioned oatmeal is out of date to-day as breakfast food. A score of lines have taken its place. This is but an example that will be found to hold true in nearly all lines.

Asked what lay behind so many failures among retail grocers, Mr. McKerchar said: "Grocers' profits are not large. They have to carry much stuff that is perishable. No business requires as careful watching. Then allowing too much credit proves the undoing of many. Waste or bad debts, often both, must eventually destroy any business.

• • •

WHY CROCKERY IS SEPARATE.

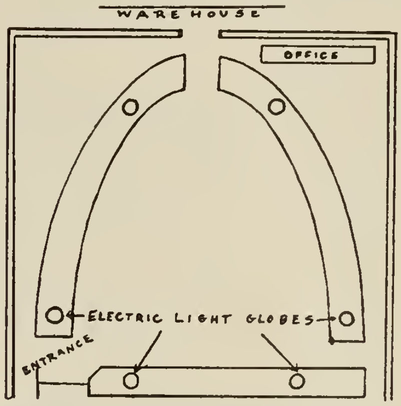
It is almost a boast of A. L. Vanstone, whose grocery and crockery activities in Brantford, Ont., have extended over a generation, that there are people who buy crockery from "Vanstone's who have never heard of "Vanstone's" grocery. The two stores are side by side, but have separate entrances, and are connected towards the rear only by a small door.

"It pays me to keep them separate in this way," Mr. Vanstone told Canadian Grocer. "I find that many other grocers who do not keep a large assortment of crockery are in the habit of recommending their customers to go to "Vanstone's Crockery Store." They know that these people will not likely go into my grocery store and so there is no harm done."

• • •

THE CIRCULAR COUNTER.

The drawing herewith shows the counter arrangement in the retail grocery store of Harry Horne, 309 King St. W., Toronto. Note the circular shape. This assists the salesmen in moving about from one side of the store to the other and also allows the maximum counter space. Attractive electric light globes stand on pedestals on the counter and in the window.



Arrangement of the counters in the Harry Horne grocery store on King Street, Toronto.

• • •

THANKSGIVING DISPLAYS.

Regina, Sask., retail grocers made a splendid showing Thanksgiving week in the matter of choice window dressing. Practically all the stores in the city catered to the special Thanksgiving trade, and great preparations were made for the occasion. Grains, fowl and fruit were the choice articles used in the decorations, while some of the more patriotic merchants presented a great profusion of flags and bunting, which, entwined and interwoven with the articles on display, created a striking effect.

Among the most noteworthy window displays was that prepared by the Capital Grocery people on Scarth Street, where the proprietors were successful in using wheat, oats, flax, apples, oranges, bunting and flags to the greatest possible advantage, the effect being one of exceptional beauty and design. At night rich tones of light were thrown on the display, creating a pleasing impression to passers-by.

• • •

PRESENT GOOD SELLERS.

Fred Millman, of Woodstock, Ont., believes in pushing canned meats and sardines as well as salmon and vegetables these days. His main window last week was given up to a display of sardines and show cases inside the door were used for bringing canned meats prominently before his customers. He does not believe in shelving in his store but piles up his goods, canned and in bottles, in pyramid style along both walls.

One of his show cases is devoted to a cocoa display. Instead of showing only tins, Mr. Millman dumped out the contents of a couple and set the tins in a circle around the pile—as a protective association. Probably all who saw it will agree that there is more "life" in that pile of rich-looking cocoa than in the sealed tins. This idea of showing the "insides" might be extended in many directions in tinned goods.

* * *

A good many employers value a clerk according to his ability to carry out the orders of the managers without questioning or quibbling.

The clerk who knows that another clerk is defrauding the boss in some way should bear in mind that it is a fraud to conceal a fraud.

No employer or employee ever lost anything by making it a habit to be on hand early in the morning.

Auto Delivery Praised After Three Years' Trial

Dealer Who Has Three Cars on the Road Gives Comparisons of Maintenance with Horses — Since Delivery Was Properly Systematized Cost is Much Less, He Maintains—Sticks to Published Schedule.

By Henry Johnson, Jr.*

The following letter is on a live subject:

October 18, 1913.

Henry Johnson, Jr.

Dear Sir:—We are about to instal an automobile delivery system in our grocery business and would like to have you advise us as thoroughly as possible how to systematize our deliveries and how to make it a paying proposition.

We are doing around $60,000 business a year and have a modern store, in the way of fixtures, and have a 5-ton ice machine for cooling box and display counter, but our delivery system is much below par, and now we are about to dispose of our horse and instal motor delivery.

Thanking you for any information you may give us, I am,

Yours respectfully,
W. T. E.

It is over two years—nearly three years—since I put in the first motor car. That car is still in service, though it went through all our experimental stages and was badly mishandled by ignorant and indifferent drivers and consequently had to be overhauled at the end of the first year.

Car No. 2 has been nearly two years in continuous service and has never been overhauled.

Car No. 3 has seen about fourteen months of steady work and is what we might call "new" to-day.

Cost of Up-Keep.

These facts may indicate part of the cost of keeping up the equipment in good working order; but aside from that, I may say that the repair and replacement bills on our cars have run to an average of $12.00 per month and the fuel and lubricating bills have averaged $20 per month. That makes $32 per month for three cars—two in continuous service and one running probably one-third time.

In our town it costs, nowadays, $20.00 per month to keep a horse in a livery stable and one cannot keep the horse himself for less than about $14 or $15 even if he supervises the work. So it should seem that the cost of keeping one horse is in excess of that of keeping an auto; and there is certainly no possible comparison between the character and quantity of the work which can be got out of a horse and an auto respectively.

Not Learned in a Day.

Of course, all of this was not learned in a day. We passed through our trials and tribulations to such an extent that we sometimes thought we should have been better off with horses and troubles to which we were accustomed. The new troubles often seemed interminable and insurmountable. Even while realizing that the difficulties hit hard because they were of a kind new in our experience and that we should probably cope with them successfully once we knew their nature better, we yet sometimes almost lost heart.

For one thing—and it was a big thing—there were few "drivers" to be had. That meant that the few could demand, and they did demand, big pay for little work. Moreover, they were too good for lots of the needful work and demanded helpers—boys to get down from the car and deliver while they confined their efforts to "driving" and giving the car "expert" attention. Thus our delivery-man expense jumped immediately from $8 and $10 per week to about $20 per week per car. For a considerable time we felt that all we could do was hope for such improvement in our business as would take care of the additional expense.

Inevitable Decline in Wages.

One thing I clearly foresaw and the event has justified my prescience. I knew that the high wages prevailing would soon result in the education of great numbers of drivers; that such result would entail reduction of wages and greater willingness to work; that therefore, we should soon be relieved of one great trouble. That has already happened, so that we are now paying from $9 to $12 for drivers who not only drive but make all deliveries—which you might say is "some change" for former conditions.

No horse and wagon that I know of can be safely depreciated less than 20 per cent. annually and it now looks as if our motors need not be more heavily depreciated—which is a big point in their favor.

So far as comfort and efficiency go—comfort in not having to force horses in the hot summer weather; efficiency in the matter of getting your goods out speedily over a wide range of territory—the motors we have installed really leave nothing to be desired.

System in Deliveries.

No man can hope to organize an efficient delivery service without system. My friend mentions his intention to sell his horse. If he is doing $60,000 business and uses but one horse, surely he is at the gates of paradise so far as local conditions are concerned. I used four and five horses and ran three and sometimes four wagons to do $60,000; and now I run two motors continually and sometimes three, and use one single horse rig (moderately) all the time.

But I know his dear little town very well indeed; one of the neatest, most compact, most simple living of communities; and maybe he can get along with one motor for quite a time. I caution him not to get busy and spoil his people; for it costs money to pamper customers.

Sticking to Schedule.

Our delivery service is exacting and complex. We have worked on something like system for years and years. During the past year we have lived more closely than ever to schedule. For the past few weeks we have lived almost on the dot to the schedule which I hereto append. The cards were printed only after we had worked on this system for several months. They were sent out with bills and are handed out to buyers daily. The idea seems to have worked into the minds of our customers and I believe we are about fixed.

Of course, the localities will mean nothing to you; but perhaps you can glean something from the general outline.

The main point is to stick to schedule at least so far as your customer is concerned. Let the times on the card be the times beyond which you decline to render service. If your customer calls for service after the schedule time, no matter if the wagon has not left the store, decline, saying "that delivery has gone." In this way, your schedule will really come to mean something and your customers will get to respect your hours and rules.

(Continued on page 41.)

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*The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met. If a special request is made names of inquirers will be omitted when their letters are printed for discussion.

The CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

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PUBLISHED EVERY FRIDAY.

TORONTO, OCTOBER 24, 1913

DECLINE IN CANNED TOMATOES.

The most interesting market news of the week is the decline in canned tomatoes from the opening prices of a couple of weeks ago. The canners claim this is due to the prolonging of the packing season in Western Ontario on account of the warm weather up to a week or so ago.

The price on 3's per dozen group A is now $1,00 as opposed to $1.15 two weeks ago and $1.37½ in 1912. Prices on other sizes are proportionately lower as will be seen from our market reports.

Those who had already bought at opening prices will be anxious to know how the present decline affects them. They will, however, be glad to find out that they will only have to pay the new prices as the decline is retroactive to the trade.

In cases where canned tomatoes were contracted for at a straight flat rate from factories which sell some of their product on such a basis, there will not likely be any reduction.

ATTEND ASSOCIATION MEETINGS.

Autumn and winter are generally conceded to be the best "Association" seasons of the year. Already announcements of many meetings of merchants have been made and the programmes of many others are being laid out for the coming six months.

In this regard we would urge upon association members the necessity of attending meetings. Too often the work of carrying on the business is left in the hands of a few while the others simply pay their fees and think that is all that is required of them. This is a great mistake. Active support is worth a great deal more than financial support. Simply setting a few dollars apart for association work is of no use unless effort is made to turn tht money into benefits for the association.

Some are inclined to take the stand that "there is not likely to be much doing to-night, I don't think I''l go; anyway it doesn't do me much good."

This is entirely erroneous. Attending the association meetings is undoubtedly not going to do anyone any harm; therefore it must do some good. Conferring with fellow merchants once or twice a month is going to broaden any man's conception of his work, whether or not he adopts any of the suggestions. Let everybody lend his active as well as financial aid to the work this winter. Attend the meetings, take part in the discussion, ask questions or stir up a debate, and you will find that next spring there is more in association work than you had ever dreamed of.

RESULTS OF FOOD ANALYSIS.

Out of thirty-six samples of olive oil purchased this year from Canadian dealers, only two, or a percentage of six, were found to be adulterated. In 1911 the percentage of adulteration was 8; in 1908 it was 19; in 1905, 15, and in 1889 it was 40. This indicates gradual improvement. Olive oil according to the government standard must be entirely a product of the fruit of the olive tree. This is Bulletin No. 256.

As regards lime juice, government analysis shows that standards are not lived up to very well. Bulletin No. 262 gives the details. Out of 30 analyzed only 5 fully met the requirements. At least 30 per cent. of the collection showed evidence of being reduced by the addition of water. The chief analyst maintains that dilution of lime juice is clearly unfair to the consumer and to the honest manufacturer when it is sold as genuine.

PENALTY AND PROTECTION.

In this issue Canadian Grocer gives a couple of the most prominent extracts from the Adulteration Act. These deal with the penalty attached when a conviction is made, and the protection the retailer has in the government warranty.

No retailer should lay himself open to a fine for selling adulterated goods so long as he is made liable in case of conviction after analysis. It is not so much the fine which counts, but more particularly the dealer's reputation. No honest retailer will buy adulterated spices or anything else and sell them as pure. Neither can a retailer be called dishonest who receives adulterated spices under the impression that they were pure. Nevertheless, this law makes him responsible, whether rightly or wrongly, and while such is the case he should make it a point to see that he is getting what he pays for.

Generally, when one house quotes a price much lower than another, there is some reason for it. The retailer should get to the bottom of it and find the cause. That is the time when he should demand the warranty and if he doesn't get it, he should drop the line like a piece of hot iron.

Food inspectors have been following up their work with more vigor lately than usual and no honest man who intends to remain permanently in business can afford to suffer a loss in reputation.

SPECIAL OPPORTUNITIES FOR PROFITS.

Probably at no time in the past six years has it been possible for dealers to make more actual profit by reading the advertisements in Canadian Grocer, than at the present time.

As a natural result of the money stringency many jobbers and manufacturers are bending every effort to turning an overplus of stock, into cash. They are prepared, in some cases to offer good inducements which will help the retailer to make unusual profits in the turnover.

In this very issue, there are no doubt many special propositions set forth, which it would pay every reader to investigate. The dealer who prides himself on his good buying, knows the importance of studying Canadian Grocer advertisements, at all times, but there were never so many profit-making opportunities shown, as right now.

ADEQUATE PROTECTION FROM FIRE.

The season of the year is again around when the fire must be kept burning. This increases the danger from fire considerably. With the big selling autumn and Christmas season rapidly advancing no dealer can afford to take chances on having a fire.

Like the horse race, however it is uncertain. Dealers should, therefore, be well protected. Now is the time to have another look at the fire insurance policy to see that everything is adequately covered.

What about the new stock of canned goods? Has it been included yet in the amount of the risk? If your store were burned to-morrow (and we all hope that it will not) would you be safe or would you lose money?

Canadian Grocer does not wish to appear as an alarmist in any way, but this matter of adequate fire insurance should be considered from a straight business standpoint. By playing safely, a great deal of worry is always obviated and occasionally financial losses are prevented. Fires occur at inopportune and unexpected times. Have a look at the policy again.

EDITORIAL COMMENTS.

There is a grocer in Toronto by the name of Bookless. No doubt he sells for cash.

• • •

This is Oyster-Week. Don't let it slip by without making a strong bid for new trade.

* * *

The most efficient clerk is the one who creates sales by studying the seasonableness of goods.

* * *

As predicted last week, turkey for Thanksgiving was a rarity. Something better is expected for Christmas.

• • •

The man who lends his active support to association work as well as financial always gets the worth of his money.

• • •

When a 200-lb. bone and muscle collector camps permanently on the front step of a delinquent, what is there to do but give him the money?

* * *

"Going hunting?" is a familiar question in many a Canadian town to-day. Most hunters are big eaters. Why not get after this trade stronger than ever?

* * *

Reports from Western Ontario indicate that while the sugar beet crop is not such a large crop as last year, owing to dry weather, the beets contain a greater percentage of sugar.

Watching and Waiting

How to get money from a "dead-beat" has worried many a grocer and has probably turned him grey earlier than nature intended. Letters and threats galore, court cases, garnishee, pleadings and everything else on the calendar have been resorted to with more or less effect. But how many have ever employed a waiting game? That is waiting on the front door step, not by the minute or hour, but by the day.

Down in St. Louis, Mo., a grocer was owed a bill for $65 by a lawyer who had everything in his wife's name and was generally conceded to be proof against all debt suits. This grocer, however, had a cousin weighing some 200—principally bone and muscle. He was 'phoned for.

"You are out of a job," the dealer said to him," and I want you to take that old buggy horse of mine and that wagon I discarded some time ago and drive over to So-and-So's and ring the bell and ask his wife to pay that bill. If she doesn't do it, why just sit down on the steps and wait.

"You don't have to do anything but wait. Let the horse and rig stand in front of the house and wait. When night comes go home and be there early next morning and wait. If she doesn't pay that day, go there the next morning and wait. Just keep waiting and I bet her husband pays."

John followed instructions. He rang the bell and Mr. So-and-So's wife put him off, saying her husband would send the check. John went down the stone steps leading up to the house and sat down. He waited. Meanwhile, Mrs. So-and-So, seeing him there, telephoned for the police.

A big policeman arrived in due course of time and questioned John. John told him he was waiting to collect a bill for groceries. Children, and a few adults, attracted by the arrival of the policeman, heard the news. The policeman told John he couldn't sit on the steps. John moved to the curb, rested his bulk comfortably thereon—and waited.

The next morning the performance was repeated. By this time, neighbors began to get interested. Some of them raised the window and had a look. Others peeped from behind curtains.

Mrs. So-and-So again 'phoned the police and John again moved to the curb—and waited. Mrs. So-and-So began to get nervous. She didn't care to leave the house and face a battery of curious eyes.

That afternoon the lawyer telephoned to the grocer and threatened to sue him. The grocer demanded to know on what grounds. The lawyer couldn't think of any and he began to fume.

"See here, this has got to stop!" he shouted over the 'phone. "My wife is hysterical over this."

"Can't help it," said the grocer. "You got the groceries and I want my money."

"I'll come out there this evening and thrash that fellow good," rejoined the professional man.

"Come on out," was the invitation he got.

He did come out. He saw John and he sized up his proportions. He didn't fight. He went into the house. John waited. He waited until dark and then he turned in his rig.

The first mail the following day brought the grocer a check in full from Mr. So-and-So.

Getting More Money From the Fish Department

Illuminating Conversation With Fish Man Who Gives Splendid Suggestions for Building up This Side of the Grocery Business—Display Tops List of Methods — Varieties to Push — Price Stability.

WE approached the Fish Man. He had a keen eye, inward as well as outward. He observed, then pondered. Likewise, his experience had been wholesale as well as retail.

We asked him, "How can fish sales be increased?"

We threw the question at him, unawares, and were curious to know what point of the salesmanship of fish he would throw back at us the first.

It turned out to be "Display."

"Yes, 'Display,' " he repeated. That is the outstanding feature in working up a fish business, whether you start from nothing or a dribble-drabble demand that doesn't satisfy.

"If people see the fish in your store and it looks nice, they'll buy, same as in anything. You're the tempter and if your temptation is strong enough, most of them will yield. That's human nature. Good thing it is, for most of us, isn't it? You can't lock a thing up in the cellar or hide it at the back of the store and expect customers to have Second Sight enough to find out it's there. Grocery businesses are not built up on Seventh Daughter of a Seventh Daughter lines, among the customers.

"Next; if that fish proves nice and appetising when it reaches the table, ten to one customer will come back and get some again, and that's one link more forged in a big chain of customers. It hardly ever fails. All know this, but sometimes some don't apply the general knowledge to particular cases."

* * *

"WHAT kind of fish would you advise retailers to carry?" was our next interrogation.

"Keep a variety," was his answer. "Just put yourself in the place of the public and figure it out that what you are aiming at is a sale of fish to a family more than once a week; you want them to buy often. It is only an exceptional person who will want the same kind of fish twice a week. He wants variety, and if he cannot get it he will be only a once-a-weeker. You will have a little loss at first, but your trade will soon overtake that."

* * *

"WHAT varieties would you advise?"

"I won't advise, but I will run over a few good sellers," he answered. "Halibut and sea salmon are pretty safe lines; practically boneless, and almost without loss. No scales, and beautiful tasting fish. Salmon trout is good, and so is whitefish, and others will suggest themselves when one gets well into the business.

> *GOOD MONEY IN THIS —FOR YOU, TOO—*
>
> *The following record was furnished Canadian Grocer by a Toronto wholesale fish dealer from his own books:*
>
> *"Among our grocer customers in Toronto, fifteen do a yearly business in fish running between* $1,500 *and* $8,000.
>
> *"Over* 30 *average more than* $1,000 *a year.*
>
> *"Over* 150 *exceed* $500 *a year.*
>
> *"Do they sell it at cost, or take the trouble for their health? You serve as many customers as some of these men. You can sell as much fish."—From a wholesaler's circular.*

"Talking about variety of fish; did it ever occur to one how fish prices contrast with fresh meat prices? No? Well, this way.

"In fresh meat we talk of round steak and porterhouse; of coarser and finer cuts. You pay the price if you want the quality. But how different in fish! What a range of prices for the choicest of 'cuts!' You can get sea herring at 4 cents; or frozen haddock at 6, cod at 7, haddie 7½ to 8, Lake Erie herring 6 to 8, trout and halibut 11, red salmon and mackerel 12, and so on. Quality is not graded according to price in the least. The poor man and the millionaire may prefer the 6-cent fish, and you know in selling it you are giving first-class quality."

* * *

YOU talk of keeping a variety of fish, but aren't they perishable? Isn't there a big loss if you don't sell out at once?" was asked the Fish Man.

"Not nearly as much so as you seem to infer;" he returned, after taking down a 'phone order. "Fish ordinarily will keep a week, and surely you would want to dispose of them in that time. Of course, be sure to separate them from butter and other groceries that might be tainted easily. You don't need to use the refrigerator; put some ice around them, or under, and a touch of parsley or lettuce to make them look inviting, and set them in your window with a runway to drain the water from the melted ice. Or they can be kept in a bin,—a poorer method of display.

"You will soon find you won't need to keep them even a week, when sales pick up. A fish dealer will deliver them almost any time you order, so keep them fresh, getting them two or three times a week if possible.

"Take a chance at first; you won't sell them right off the bat, but you will soon. Try to get your customers in the way of giving you a regular order, say so much on Thursdays, or Saturdays, and with these fixed, you can time your wholesale ordering to suit.

"Just another point about fish prices. They seldom vary. They are almost as steady as staples. Sometimes shortness in supply through overdue boats will shade the market higher, but not often. Your customers know from week to week just what it will cost.

"The uniformity in price will surprise one. A few days ago I picked up a list of our prices sent out nearly six years ago and footed up ten of them. They made 84½ cents. I added up the identical list for 1913 and got not only the 84 cents, but the 84½! Wasn't it almost uncanny?"

* * *

"HOW would you get over the cooking question with such a variety. Most people know about handling only two or three or often none, properly?" was the final query; now quite convinced, and beginning to be active along constructionist lines.

"A very important point, and quite often overlooked," was his answer. He turned to a pigeon hole, and drew out a publication issued by the Dominion Department of Marine and Fisheries, entitled, "Fish and How to Cook It," and read:

" 'There are three ways of preparing fish for frying, viz., firstly dipping in milk and flour; secondly, coating it with prepared batter; and, thirdly, egging and crumbing. The last is considered the nicest, but is also the most expensive.

" 'The pan used for frying should contain sufficient fat to cover the fish thoroughly, Dripping, lard or oil can be used for frying purposes.

(Continued on page 42.)

ASSOCIATION NEWS

Collingwood, Ont., merchants have organized and formed a branch of the Retail Merchants' Association of Canada. Two enthusiastic meetings have been held recently. At the first it was decided to get together and a start was made with a Membership Committee to see the balance of the merchants. At the next meeting there was a large attendance, one of the chief topics being the new system of collecting slow and bad accounts and the credit reporting department of the head office of the association. The system was highly commended.

The officers elected were:—President, M. Patterson (Dry Goods); 1st Vice-Pres., Chas. E. Begg; 2nd. Vice-Pres., John Orr; Treasurer, John Darrack; Secretary, Chas. McDonald (Grocer).

It was decided to hold a retail merchants' picnic next summer.

* * *

SHELBURNE RETAILERS GET TOGETHER.

A most enthusiastic meeting of Shelburne, Ont., retailers was held recently when addresses were given by representatives of the Retail Merchants' Association, and replies were made by many of the merchants present.

Mr. Best, M.P. for Dufferin County, was present and stated his views very strongly in favor of the merchants getting together and forming a branch of the big organization. He says "organize and you can get everything you want." He also spoke very strongly against the peddling system, saying that the Government should put a stop to all peddlars, as they were a nuisance as well as a danger to any community. The officers elected for the coming year are: President, R. A. Rickey (general merchant); 1st vice-president, S. M. O'Flynn (flour and feed); 2nd vice-pres., Mr. Chalmers, of Chalmers & Puckering (general merchants); treasurer, G. Bretz (fancy goods). The position of secretary was left open for the executive to appoint later.

The meeting was also unanimous in praising the adoption of the Collecting and Credit Reporting Department of the Association.

* * *

GRAND VALLEY MERCHANTS UNITE.

An organized meeting was held in Grand Valley, Ont., when, by unanimous resolution the merchants present decided to form a branch of the Retail Merchants' Association of Canada.

A Membership Committee was appointed to see the merchants who were not present at the meeting, and R. C. Doyle, a representative of the Retail Merchants' Association, was asked to stay over for a day with the result that nearly every merchant in Grand Valley is now a member. The officers elected are:—President, Thos. Watson (grocer); 1st vice-pres., M. H. Mutrie (druggist); 2nd vice-pres., M. A. Britton (furniture dealer); treasurer, Geo. Gough (tailor); secretary, W. R. Hamilton (jeweller).

EXECUTIVE MEETING.

There was an executive meeting last Friday night of the executive of the Toronto Retail Grocers' Association at which the excursion affairs were finally disposed of.

OFFICERS OF MIDLAND BRANCH.

A branch of Retail Merchants' Association has been formed in Midland, Ont., with the following officers elected:—

President,—M. A. Simpson, (Butcher); 1st Vice-Pres.,—E. H. Piggott, (Grocer); 2nd Vice-Pres.,—A. E. Copland, (Grain and Seeds); Treasurer; J. P. Wilson, (Clothing, etc.).

A resolution was unanimously passed condemning the present system of the merchants having to pay the cartage at both ends, and asking the Provincial Board to deal with that matter.

* * *

MEMBERSHIP OF 25.

A branch of the Retail Merchants' Association was recently formed in Meaford, Ont., with the following officers elected:—

President, M. M. Stephens, (Dry Goods); 1st Vice-Pres., C. F. Rumsey, (Men's Wear); 2nd Vice-Pres., M. C. Boyers, (Coal); Treasurer, E. E. Ellis, (Grocer); Secretary, J. C. Jay, (Merchant).

The branch starts off with a membership of 25 which practically takes in every merchant in the town.

RAPID FINANCIAL SUCCESS IN WESTERN "MUSHROOM" TOWN

F. A. Creasy has sold his general store in Sutherland, Sask., and has gone with his family on a trip to his old home at Plymouth, England. After Christmas they will return to New York and take a trip through the Southern States. The winter will be spent in Los Angeles, and in the spring Mr. Creasy and family will return to Sutherland.

Mr. Creasy is one of the many who have gone West and made a success of business, and is now financially well fixed.

He went West twenty-two years ago to Saskatoon, long before the now busy city was thought of. He was then what he has been ever since, trying his best to make a success, and he took any kind of work he could get. He worked on the farm, in a creamery and many other ways to make an honest living until something more in his line was in sight.

After several years at different kinds of work, he secured a position in Jas. Clinkskill's departmental store. He worked for Mr. Clinkskill for ten years, during which time he had the managership of every department in the store.

Five years ago Mr. Creasy left to start in business in Sutherland. As a pioneer merchant he has seen Sutherland grow from the raw prairie to the thriving town it is to-day. He has kept abreast with the onward march of the town, and last year erected a fine brick block there.

In five years he has become well to do, and it is the result of giving his business every attention, as well as making some successful real estate deals.

Catalogues and Booklets

A most attractive book on window dressing has just been received from the National Cash Register Co., of Dayton, Ohio. It is entitled "There's Money in Your Show Window," and while particularly designed from the standpoint of a general merchant, contains many illustrations of displays from which every dealer will be able to secure suggestions. Each engraving showing a display, is printed on yellow tinted paper with description in brief at the bottom.

This book is gotten up very elaborately and will prove of interest to every reader of this paper. It may be secured free of charge by dropping a line to the National Cash Register, Dayton, Ohio, U.S.A. Canadian Grocer would recommend every reader to write for it.

The Clerks' Page

By the Cub Reporter

WANTS HALF HOLIDAY.

"A Grocery Clerk" has written to the Mayor of Toronto calling attention to the hours of work and suggesting the necessity of an early closing by-law. "Life is hardly worth living with the hours we have at present," he writes. "Just think of us poor east end fellows." From Monday to Thursday inclusive, he points out, the grocery clerks work from 7.30 o'clock in the morning to 9 o'clock at night, on Friday to 10 p.m., and until midnight Saturday.

"Do you think this is justice to us? I hope the time is not far distant when you will compel them to close at a much earlier hour, and a weekly half holiday, and give us some time to spend with our wives and families. I hope you will try and do your best to relieve us of so much night work."

* * *

AN ENTHUSIASTIC TRIMMER.

T. W. Yocom, a salesman in the J. W. Bowman grocery store, Hamilton, Ont., is an enthusiastic window trimmer. No matter when one passes this store he is always greeted by a display that holds the eye. A sample of this young man's work appears below. This is an attractive fall goods window which bore good fruit from a selling standpoint. Note the symmetrical arrangement. There are the "mountain ranges" of canned vegetables, tomato and meat sauces, the palms for decorative purposes, the four fancy baskets delicately laden with fruits, etc., the comb honey on either side, condensed milk, and the pyramid of preserved fruits in the centre.

Mr. Yocom, as above stated, puts enthusiasm into his windows. He is not satisfied with merely piling in goods; they must be regularly arranged, with labels doing their most effective work. The introduction of a little decoration helps considerably from an attractive standpoint, and the fancy baskets catch the feminine shopper's eye every time.

HELPING ONE ANOTHER.

Clerks can be of invaluable service to one another by answering this question.

"What goods do you aim to push particularly at this season of the year, and what methods do you use?"

Let every clerk who is a reader of this page sit right down now and send us the answer to this question. There are certain autumn and winter lines which, while they may sell a little throughout the summer, can be sold in extensive quantities from now on if properly attended to.

Write the editor with your suggestions. They will prove of immense value to others. They will create a better knowledge of the goods in stock and assist in making each young man and woman behind the counter better salesmen and salesladies. Write to-day. Replies will be published on this page. Address: The Editor, Canadian Grocer, 143-149 University Avenue, Toronto.

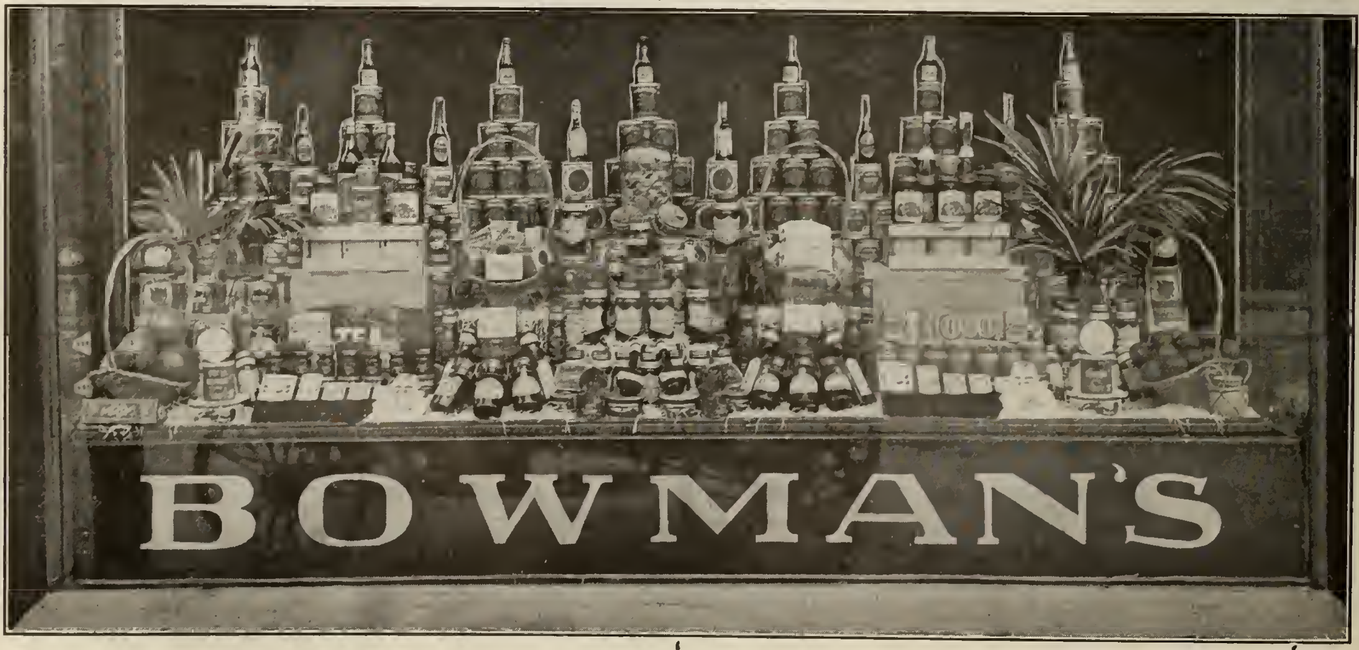
* * *

OBSERVATIONS OF THE CUB REPORTER.

Think twice before you speak, then talk to yourself.

Men wanting jobs are usually as thick as swamp mosquitos. But a young man who is master of his work may never go idle.

Ask yourself this question: "Am I a vending machine or do I sell?"



Attractive Fall goods display recently shown in the J. W. Bowman store, Hamilton, Ont. T. W. Yocom, one of the clerks, is responsible for the trim.

Current News of the Week

Quebec and Maritime Provinces.

Fred. Lytle, of the T. A. Lytle Co., Ltd., Toronto, was in Montreal during the Pure Food Show at the 65th Armory.

Burns & Hall, general merchants, Bathurst Mines, N.B., have dissolved; Amos Hall continuing.

Chase & Sanborn, Montreal, have placed a new coffee-maker on the market named The Colo Coffee-Maker. This is claimed to be a simple but efficient device for producing a perfect infusion of coffee.

The Shemogue Oyster Co., Limited, has been formed at Moncton, N.B., to carry on the culture of oysters at Shemogue, Westmoreland County. The company is capitalized at $99,000, and the officers are Richard O'Leary, president; William F. Humphrey, vice president; Matthew Lodge, secretary and manager and M. G. Siddall, treasurer.

Ontario.

H. C. McIlmoyle, grocer, Toronto, has sold to J. R. Thorne.

A. St. Jules, grocer, Lefaivre, Ont., is succeeded by W. A. Brunet.

A. L. Riendeau, grocer, Warkworth, Ont., has sold his business.

F. W. Fay, general merchant, Port Burwell, Ont., is selling out.

Eddy & Wade, grocers, Sault Ste. Marie, Ont., have sold their business.

W. H. May has opened a grocery store in St. Thomas, Ont., in Southern's old stand.

Thos. Holohan, Strathroy, Ont., has sold his grocery business to Justus McCollum.

H. Bradley, of Bentham & Bradley, grocers, St. Catharines, Ont., passed away last week.

Kilborn & Co., general merchants, Frankville, Ont., are succeeded by A. J. Leacock & Co.

Ciderie Francaise, a French cider manufacturing firm, have opened an office at 62½ King St. West, Toronto.

The Laurentia Milk Co., Toronto, have appointed Rutherford Marshall, Limited, their sole distributing agents for Toronto.

T. B. Greening, of T. B. Greening & Co., Toronto, is spending a couple of weeks hunting at Mud Creek Club, St. Clair Flats. Col. Michie is with him.

Ed. Carr, assistant in sales department, Quaker Oats, Peterborough, returns this week from his honeymoon trip to Rochester, Buffalo, and other cities.

E. E. Cousins of Cousins Bros., Wallaceburg, Ont., was married on October 14 to Miss Jessie McLean. Mr. and Mrs. Cousins spent the honeymoon in Toronto, Niagara and other points.

Wm. C. Miller, grocer, at 632 Yonge St., Toronto, is opening a new store at 526 St. Clair Ave. This is considered to be a good location in view of the fact that it will be the only grocery store between Yonge and Bathurst Streets. Mr. Miller will also operate his present business on Yonge Street. He opens the store on St. Clair on November 1. This street is surrounded by a high class residential district and civic car lines have recently been established on it.

A happy party of Toronto grocers and travelers spent the week-end and Thanksgiving holidays at Trent River, near Havelock, Ont., on a fishing expedition. Among them were David Bell, Robt. Matthews and W. C. Miller, grocers, and J. Mortimer, with Christie, Brown Co., Thos. Wilson, with Todhunter & Mitchell, and Alex. Hutchison, of Hutchison & Omand. Just what luck they had has not yet leaked out but more will likely be known a week hence.

Though the tobacco crop this year in south-western Ontario is a good one, there have been detected by Government experts evidences of the tobacco disease known as "burley sick soils," due to the continuous cropping of the white burley variety of tobacco. Investigation by an American pathologist has revealed the activity of organisms which cause tobacco root rot. The Department of Agriculture at Ottawa is planning to help the tobacco growers fight the disease, but urges as a precaution that other crops be grown in rotation with tobacco.

BEST EVER PUBLISHED.

The Canadian Grocer:

Gentlemen,—You have sent out a good many interesting special issues of The Canadian Grocer, but in our opinion the one we received from you this week is the best you have ever published.

Yours truly,
WOODMAN & McKEE,
Coaticook, Que.

CREDIT TO PUBLISHERS.

The Canadian Grocer:

Gentlemen,—The fall number just to hand, and we wish to take advantage of this opportunity of congratulating you on its appearance. It is a credit to its publishers. In appearance and whole get-up it is equal to any similar number we have received of a trade paper.

FENWICK, HENDRY & CO.,
Kingston, Ont.

Western Canada.

Waddell & Co., general merchant, Humboldt, Sask., has sold to R. Barm.

The Caledonian Store, Edmonton, Alta., are closing out their grocery department.

In last week's issue the new store of MacMillan's in Saskatoon, Sask., was referred to as having opened. J. A. Hambleton has charge of the grocery department and M. H. Denton the produce and delivery. H. Daniels is manager of the window trimming department.

The Health Department of Regina, Sask., made 333 inspections of hotels, restaurants, groceries, bakeries, butcher, fruit stores, ice cream parlors and boarding houses in September and condemned over two tons of food as unfit. This included 20 lbs. of candy and 42 quarts of cream.

Ernest Glover, president of Clover-Hill Co., wholesale fruit importers, Liverpool, Eng., accompanied by Mrs. Glover, has just returned home after spending a week in Winnipeg with W. H. Escott Co., Ltd., who represent his firm in Manitoba, Saskatchewan and Alberta. Mr. Glover was very much impressed with this country, especially the tremendous crops.

The annual statement of the Western Canada Flour Mills, Limited, for the fiscal year ending August 31 last shows that the net profits for the year before deducting bond interest, amounted to $283,293, as compared with $264,539 in the previous year, indicating that this company in common with other milling companies in Canada enjoyed favorable business this year.

Thanksgiving turkeys in the West this year were rather a scarce article if strictly fresh goods were those desired, but the cold storages were well supplied with last season's goods, and considerable of these were sold for the Thanksgiving trade. Fresh turkeys sold in Regina for 35 cents per pound, while the storage goods were considerably less. Fresh geese and chickens were nearly as scarce, while there was a good supply of nice fresh lamb and other choice meats for the holiday trade.

* * *

Stocks of tea in New York have fallen to the lowest on record and are 90,000 packages less than at the corresponding date last year.

Drop of 15c. in Canned Tomatoes from Opening

Due to Unexpectedly Long Season—Prices Retroactive to Those Who Have Already Bought—Those Who Bought at Flat Rates Above a Dollar for 3's Hit Hard — Washing Soda and Resin Decline in Montreal—Shelled Almonds up 2 to 3 Cents—Scarcity of Apples Helps Syrups.

MARKETS IN BRIEF

QUEBEC.

PRODUCE AND PROVISIONS—
- Creamery prints ½c higher.
- Slump in egg supply caused firming in prices, new laids advancing 2c, and in cartons 2c also.
- Lumber camps creating a market for barreled pork.

FISH AND OYSTERS—
- Gaspe salmon advanced 2c.
- Bluefish up 3c.
- B.C. salmon 3c higher.
- Close season for brook and lake trout.
- Frozen haddock up ½c.

FRUIT AND VEGETABLES—
- Apples very firm and selling up to $6 for choice hand picked.
- Canadian peaches and plums done for season.
- Cranberries advancing with short crop.

FLOUR AND CEREALS—
- Flour market dull, even after holiday, and slight decline required to stimulate trade.
- Decline in cereals is looked for soon.
- Dullness in cereals reflected in mill-feeds.

GENERAL GROCERIES—
- Canned tomatoes have declined below opening prices on account of late warm weather extending packing season.
- Washing soda easier.
- Sugar still somewhat weak.
- New shipment of molasses on the way.
- Fig market reported stronger.
- Lima beans advanced.
- Decline in resin.

ONTARIO.

PRODUCE AND PROVISIONS—
- New laid eggs from 35 to 40c; very scarce. Storage also very firm at 28 to 30c.
- Creamery up ½ to 1c.
- Cheese ¼c off on local boards.
- Stocks of chickens on hand from Thanksgiving.
- Hogs advance 15c; backs ½c lower.

FRUIT AND VEGETABLES—
- Apples sell up to $5 a bbl.; advance in every line.
- Grapes up 5c; peaches and plums done.
- Cranberries advance 50c a bbl.
- Late vegetables higher.
- Sweet potatoes drop 50c barrel.

FISH AND OYSTERS—
- Fresh whitefish and halibut give place to frozen stock owing to high prices.
- Orders for special Oyster Week beyond expectations.

FLOUR AND CEREALS—
- All buyers waiting for definite indication of flour market.
- Cornmeal firm owing to shortness in supply rather than price.
- Rolled oats easier.

GENERAL GROCERIES—
- Canned tomatoes dropped from $1.15 to $1.00 for 3's, grade A.
- Shelled almonds advance 2c.
- Better demand for syrups owing to apple scarcity.
- Canadian beans supplant Austrian.

QUEBEC MARKETS.

Montreal, Oct. 22.—The wholesaler remarked this week: "Yes, we all are busy. Deliveries of seasonable goods are keeping us on the go, while there is a demand for general lines, which cannot be filled properly without some little exertion."

The chief feature of the week was the drop in canned tomatoes. A spell of good warm weather, which made growing conditions ideal, was responsible for increasing crop to record proportions, so that there has been a very heavy pack, and canners have a surplus to boot. Prices prevailing now are:—Group A, $1.00; Group B, 97½c; Group C, 95c; gallon tomatoes—Group A, $2.92½; Group B, $2.90.

Dry Lima beans are up ½ cent owing to crop turning out smaller than anticipated, while resin has lost its "stick," as far as the market is concerned, prices having dropped ⅛ cent.

Another line showing a decline is washing soda, quotations being 2½ cents easier.

Tarragona almonds have advanced ½ cent per pound, being now quoted at 17½-18½c.

SUGAR.—Situation is in a doubtful condition at present, for, while it is agreed that it has recovered to some extent from recent weak turn, still the arrival of foreign beets on the market may alter the whole complexion. Some dealers look for a decline, as trade are now only buying from hand to mouth, and with the country bare, this change would create an avalanche of trade.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 40
20-lb. bags	4 50
2 and 5-lb. cartons	4 70
Second grade, in 100-lb. bags	4 25
Extra Ground Sugars—	
Barrels	4 80
50-lb. boxes	5 10
20-lb. boxes	5 20
Powdered Sugars—	
Barrels	4 80
50-lb. boxes	5 00
25-lb. boxes	5 00
Paris Lumps—	
100-lb. boxes	5 15
50-lb. boxes	5 35
25-lb. boxes	5 45
Crystal Diamonds—	
Barrels	5 20
100-lb. boxes	5 35
50-lb. boxes	5 45
5-lb. cartons	6 30
Crystal Dominoes, cartons	7 10
Yellow Sugars—	
No. 3	4 45
No. 2	4 45
No. 1	4 05

Barrels granulated and yellow may be bad at 5c per cwt. above bag prices.

MOLASSES.—Contrary to expectations, there is another cargo of molasses on the way to Montreal. The S.S. Sorana, one of the sugar boats, called at Demerara and left on 18th inst. with a heavy amount of molasses, much of which has been bought by dealers here. It is just a question what effect this will have on market locally. If it goes into store with the attendant expenses, well, that means it will rank with present holdings, and effect will be but slight; if not, it will, according to some, help materially in keeping prices down. Again, it must not be forgotten that there has been a speculative element in Montreal since the beginning of the year. However, very shortly we will have something further to say.

Barbados Molasses—	Prices for Island of Montreal.		
	Extra Fancy.	Fancy.	Choice
Puncheons	.44	.41	.39
Barrels	.47	.44	.42
Half Barrels	.49	.46	.44

For outside territories prices range about 2 cents lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.		0 04
Pails, 38½ lbs., $1.85; 25 lbs.		1 35
Cases, 2 lb. tins, 2 doz. in case		2 50
Cases, 5 lb. tins, 1 doz. in case		2 85
Cases, 10 lb. tins, ½ doz. in case		2 75
Cases, 20 lb. tins, ¼ doz. in case		2 70
Maple Syrups—		
Pure, per 8½ lb. tin		0.75
Pure, in 15 gal. kegs, 8c. per lb., or per gal		1.00
Maple Sugar, pure, per lb.	0 10	0 11

TEA.—The tea market remains generally firm, with nothing new in the situation.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 75	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Spanish No. 1	....	0 12¼
Virginia No. 1	....	0 13¼
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey, gunpowder, pinhead	0 30	0 50

COFFEE.—The market seems to be zig-zagging at present, as one time the bulls seem to be able to get away with a little forcing game, while the bears just now seem to be in the ascendancy. However, leaving primary market matters quietly aside, Canadian trade is good, and there seems to be a growing demand all along for the better grades.

Coffee, Roasted—	Per lb.	
Jamaica	0 21½	0 23½
Java	0 29	0 33
Maracaibo	0 21	0 23
Mexican	0 25	0 28
Mocha	0 28	0 29
Rio	0 19½	0 21½
Santos	0 20½	0 23

SPICES AND CONDIMENTS.—There is no change to report in this market. Fall trade in both spices and salt have been generally good this year.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 13—0 15
Allspice, whole	....	0 12—0 15
Cinnamon, whole	....	0 20—0 25
Cinnamon, ground	0 17—0 18	0 20—0 25
Cinnamon, Batavia	....	0 25—0 35
Cloves, whole	....	0 25—0 30
Cloves, ground	0 18—0 23	0 28—0 30
Cream of tartar	0 18—0 21	0 27—0 30
Curry powder	....	....—0 25
Ginger, Cocbin	0 12—0 15	0 18—0 21
Ginger, Jamaica, ground	0 15—0 18	0 22—0 25
Ginger, Jamaica, wbole	....	0 22—0 25
Ginger, African, ground	....	....—0 16
Mace	....	0 75—1 00
Nutmegs, brown, 64s, 50c; 80s, 40c; 100s	....	....—0 35
Nutmegs, ground, bulk, 40c; 1 lb. tins	....	....—0 50
Pastry spice	....	....—0 25
Peppers, black, ground	0 10—0 14	0 17—0 20
Peppers, black, whole	....	0 18—0 20
Peppers, white, ground	0 15—0 23	0 27—0 30
Peppers, white, whole	....	0 26—0 28
Pickling spice	....	....—0 15
Tumeric	....	0 25—0 35

Salt, bulk—	
Bbls., fine	1 55
200s, per cwt.	1 10
50's, fine or coarse	0 45
Salt, bags—	
100 3s	3 00
60 5s	3 00
42 7s	2 90
30 10s	2 80
15 20s	2 70

DRIED FRUITS.—There has not been as much activity in this market of late as one would expect. As before stated, new crop Persian dates are on the way; and as market is bare, it is evident that there will be little time wasted in finding an outlet for entire shipment.

California prune situation has not improved much, though greater firmness is evident in market for medium grades.

Fig market, on the other hand, is healthy owing to supplies and unlimited demand. Reports from Smyrna go to show that the crop has played a little false with anticipations, and that prices are advancing.

Currants are steady enough at the moment, no alarming cables having been received lately from Greece.

Owing to approach of heavy buying season, citron is firm, decidedly so, and an advance in price may be scored.

EVAPORATED FRUITS.		Per lb.
Apples, 50-lb. boxes	0 07½	0 08
Nectarines, choice	....	0 11
Peaches, choice	....	0 09¾
Pears, choice	....	0 12½

DRIED FRUITS.		
Candied Peels—		
Citron	....	0 17
Lemon	....	0 11
Orange	....	0 12
Currants—		
Amalias, loose	0 07¼	0 08
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg.	....	0 07¼
Fards, choicest	....	0 11
Hallowee, loose	....	0 05
Hallowee, 1-lb. pkgs.	....	0 06½
Figs—		
Finest, 6 crown, about 12 pounds	....	0 15
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	....	0 14
50 to 60, in 25-lb. boxes, faced	....	0 13
60 to 70, in 25-lb. boxes, faced	....	0 12
70 to 80, in 25-lb. boxes, faced	....	0 08½
80 to 90, in 25-lb. boxes, faced	....	0 08
90 to 100, in 25-lb. boxes, faced	....	0 07½
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 50	5 25
Muscatels, loose, 3 crown, lb.	....	0 07½
Sultana, loose	....	0 10
Sultana, 1 lb. pkgs.	....	0 11½
Valencias, old stock	....	0 04
Seeded, fancy	....	0 09½
Seeded, choice	....	0 09

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

RICE AND TAPIOCA.—The rice market has been quite active from a selling standpoint, with no changes in quotations. There is nothing new in tapioca or sago.

Rangoon Rice—		Per cwt.
"B," bags 50, 100 and 250 lbs.		3 30
"B," pockets, 25 lbs.		3 40
"B," pockets 12½ lbs.		3 50
"C.C.," bags 50, 100 and 250 lbs.		3 20
"C.C.," pockets 25 lbs.		3 30
"C.C.," pockets 12½ lbs.		3 40
India brigbt		3 45
Lustre		3 55
Fancy Rices—		Per cwt.
Polished Patna		4 40
Pearl Patna		4 60
Imperial Glace		4 90
Sparkle		5 10
Snow, Japan		5 30
Ice drips, Japan		5 45
Crystal, Japan		5 10
Carolina head		7 10
Imported Patna—	Per lb.	
Bags, 224 lbs.	0 05¼	0 05⅝
Half bags, 112 lbs.	0 05¼	0 05½
Quarter bags, 56 lbs.	0 05⅝	0 05⅝
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05
Tapioca—	Per lb.	
Singapore, medium pearl	0 04½	0 05
Singapore, seed	0 04½	0 05
Penang	0 04½	0 05

ONTARIO MARKETS.

Toronto, Oct. 23.—Drop in opening prices of canned tomatoes caused quite a flurry in wholesale circles this week, as move was unusual one. Several wholesalers who bought at flat rate from independents will be hit hard, as prices paid will be at least 10 cents above present revised rates of Dominion Canners.

SUGAR.—Following on quiet September, as retailers stocked up during August, October business is reported as quite satisfactory. Heavy preserving season cleaned out stocks, and business from now on is expected to be fairly brisk. Situation, as reported last week, in raws is unchanged.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 50
20 lb. bags	4 60
2 and 5 lb. cartons	4 80
Beaver granulated, in 100 lb. bags	4 35
Extra Ground Sugars—	
Barrels	4 35
50 lb. boxes	5 10
25 lb. boxes	5 30
Powdered Sugars—	
Barrels	4 70
50 lb. boxes	4 90
25 lb. boxes	5 10
Paris Lumps—	
100 lb. boxes	5 25
50 lb. boxes	5 35
25 lb. boxes	5 55
Crystal Diamonds—	
Barrels	5 30
100 lb. boxes	5 25
50 lb. boxes	5 35
5 lb. cartons	7 40
Crystal Dominoes, cartons	7 50
Yellow Sugars—	
No. 3	4 45
No. 2	4 35
No. 1	4 05

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

SYRUPS AND MOLASSES.—Syrup dealers report active demand last couple of weeks. This is expected, but conditions this year are more favorable than usual, as shortage of apples results in general demand, especially in country districts for syrup as substitute.

Syrups—		Per case.
2 lb. tins, 2 doz. in case	....	2 50
5 lb. tins, 1 doz. in case	....	2 85
10 lb. tins, ½ doz. in case	....	2 75
20 lb. tins, ¼ doz. in case	....	2 70
Barrels, per lb.	....	0 03½
Half barrels, lb.	....	0 03¾
Quarter barrels, lb.	....	0 04
Pails, 38½ lbs. each	....	1 85
Pails, 25 lbs. each	....	1 35
Molasses, per gallon—		
New Orleans, barrels	0 27	0 29
New Orleans, half barrels	0 29	0 31
West Indies, barrels	....	0 28
West Indies, half barrels	....	0 30
Barbados, fancy, barrels	0 45	0 47
Barbados, fancy, half barrels	0 49	0 50
Maple Syrup—Compound—		
Gallons, 6 to case	....	4 80
½ gals., 12 to case	....	5 40
¼ gals., 24 to case	4 80	5 40
Pints, 24 to case	2 70	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	....	1 25
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	....	7 25
Quarts, 24 to case	7 25	8 40
Pints, 24 to case	....	4 70
Maple Sugar—		
Pure, per lb.	0 14	0 15
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	....	3 00
Maple butter, lb. tins, dozen	....	1 90

SPICES.—Firmer feeling in cream of tartar and carraway and another drop in celery are chief changes this week. Celery, new crop, has arrived, and is selling at half price of three weeks ago; in fact, old stock is being disposed of by jobbers at heavy losses.

New York importer reports that "Cloves are lower for all deliveries, and while each week will probably bring lower spot prices, there is no indication of any further declines in futures, which are now on pretty low basis, and evidently already discount estimated heavy yield."

Cables from Europe as well as primary sources report fractionally lower prices on black pepper. Shipments of white pepper due by end of month will relieve spot scarcity, and reduce present range of values.

	5 and 10 lb. Tins.	¼ lb. pkgs., doz.	¼lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	23—28	72—0 90	90—1 15
Cloves	30—35	1 08—0 95	..—1 08
Cream tartar	30—33	....	....
Curry powder	..—35	....	....
Ginger	22—27	65—0 85	75—0 95
Mace	75—1 00	....	..—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	18—20	67—0 75	80—0 90
Peppers, white	28—29	95—1 10	1 10—1 20
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	75—0 00	75—0 00
Turmeric	16—18	....	....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Cardamom seed, per lb., in bulk	1 80	2 25
Carraway, per lb.	....	0 12
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 10	0 12
Celery seed, per lb., in bulk	0 30	0 35
Sbredded cocoanut, in pails	0 18	0 20

DRIED FRUITS.—Telegram from San Francisco on Wednesday stated new crop fancy seeded raisins (Associated) had advanced ⅛ cent.

A California packer has prepared an estimate of the production of dried fruits last year with the present as follows:

	1913	1912
Apricots, tons	9,000	19,000
Peaches, tons	18,000	30,000
Prunes, tons	40,000	110,000

Report from California on raisins says—Weather conditions for harvesting crop have been perfect, and shortage not as great, therefore, as expected.

Letter from Patras, Greece, states that prices of currants should have reached bottom, as crop turns out less than anticipated. Vostizzas are 25 per cent. short of last year's.

Much of Sultana raisin crop was destroyed by rain or rotted, and damage is estimated at 30 to 35 per cent. Prices accordingly in primary markets have advanced.

Apples, evaporated, new, per lb.	0 09	0 09½
Apples, evaporated, old, per lb.	....	0 08½
Apricots—		
Standard. 25 lb. boxes	0 16	0 18
Choice, 25-lb. boxes	0 18	0 20
Fancy	0 22	0 24

Candied Peels—		
Lemon	....	0 11
Orange	....	0 12
Citron	....	0 16
Currants—		
Filiatras, per lb.	....	0 06½
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	0 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ¼ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 07	0 07½
Package dates, per pkg.	0 06½	0 07½
Figs—		
Table figs, new, 3 and 4 crown	0 12	0 12½
Natural figs, in bags, lb.	0 05	0 07
Comadre figs, in taps, per lb.	0 04	0 04½
Elems, figs, in boxes, according to size, lb.	....	0 08
Peaches—		
Standard, 50-lb. boxes	....	0 08¼
Choice, 25-lb. boxes	....	0 08¾
Choice, 50-lb. boxes	....	0 08½
Raisins—		
Sultana, choice	0 10	0 12
Sultana, fancy	0 12	0 14
Valencia, new stock	....	0 08
Seeded, fancy, 1 lb. packets	....	0 09
Seeded, choice, 1 lb. packets	....	0 08¾

RICE AND TAPIOCA.—Rice situation is causing some concern, as result of reports of severe damage owing to heavy rains. However as crops started out better, quantity probably will equal last year's, although quality will be affected.

United States crop report on rice says—Condition 80 per cent. of normal compared with 89.2 per cent. in October last year, and 87.5 per cent. for ten-year average in October, leaving this year's crop 7.5 per cent. below normal.

Shipments to Canada and United States of tapioca are falling off, reflecting inactivity in article this fall. With increased demand prices are likely to work higher.

Tapioca is looking firmer.

Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	....	0 05½
Patna, per lb.	0 05½	0 06½
Japan, per lb.	0 05½	0 08
Java, per lb.	0 06½	0 07
Carolina, per lb.	0 08	0 10
Sago—		
Brown, per lb.	0 04½	0 06
White, per lb.	....	0 05½
Tapioca—		
Bullet, double goat	....	0 09½
Medium pearl	....	0 05
Seed pearl	....	0 05½
Flake	....	0 09½

NUTS.—An advance of 2½ to 3 cents on shelled almonds did not take effect in all quotations this week, but will very soon. Most jobbers kept to old prices for immediate orders, but are likely to advance lists in few days.

	Per lb.	
In shell—		
Almonds, Formigetta	0 15	0 16
Almonds, Tarragona	....	0 17
Brazils	0 20	0 22
Filberts, Sicily	....	0 12½
Filberts, Barcelona	....	0 09½
Peanuts, green, per lb.	0 10½	0 11
Peanuts, roasted	0 12½	0 14
Pecans	0 14	0 16
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Grenoble	0 16	0 16½
Walnuts, Marbots	0 15	0 15½
Walnuts, Cornes	0 13	0 14
Shelled—		
Almonds	0 40	0 41
Filberts	....	0 27
Peanuts	0 09	0 10
Pecans	....	0 75
Walnuts	0 32	0 35

COFFEES.—Mild coffees in sympathy with Brazils have advanced shade, and there is every indication of higher prices locally within couple of months. Some still look to Brazils to drop, but most regard this as forlorn hope.

Coffee, Roasted—		
Bogotas	0 27	0 28
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 18	0 20
Santos	0 22	0 23
Chicory, per lb.	0 10	0 12

TEA. — Primary markets continue strong. Report from Japan says—Natives mixed old teas, which had been colored, with teas of present season, but Japanese law stepped in and condemned mixture, and present crop shortage was accentuated. In China greens, small offerings at very high prices. Locally market is steady, especially in flavory teas.

DRIED VEGETABLES. — Canadian beans are turning out so well that ‘‘primes’’ are missing; all can classify as ‘‘extra H.P.’’ At present quality and prices of Canadian there are no Austrian contracted for, nor will there be.

Beans—		Per bushel.
Austrian H. P.		2 25
Canadian, extra H. P.		2 15
Canadian, extra H. P.	2 15	2 25
Yellow eyes		3 25
Brown		2 76
Peas, Canadian, per bushel		2 60
Green, imported, bush.		2 60
Barley, pot		3 10
Barley, pearl		4 75

CANNED GOODS.

Toronto, Oct. 22.—Great as was demand for tomatoes at $1.15, it will be increased considerably at new price of $1.00 for 3's, grade A, in opinion of jobbers and wholesalers. At old rate sales were being made retail at 2 for quarter; but new prices may permit 10 cents flat, very favorable price from consumers' standpoint. Jobbers report ‘‘huge sales’’ in Ontario, even at old prices, but trade in West still backward, but showing marked signs of improvement.

‘‘Market for all canned goods is very healthy, and consumption in country will easily take care of all stocks this year, however large,’’ said jobber to Canadian Grocer.

While final price comes thus late, it is understood it will apply to whole season, and canners will give rebates on all orders already filled. This will mean 15 cents per dozen cans. Speculation as to cause of sudden drop is rife, and effects will be far-reaching. Some wholesalers, it is known, bought up independent goods at flat rates, and such will be hit hard with considerable loss. Others, again, contracted for goods at ‘‘opening prices, less 5 cents,’’ which would mean reduction from $1.00 to 95 cents, a very low price for tomatoes. All contracts made at ‘‘opening prices,’’ less so-and-so, must, it is believed, conform to this drop by Dominion Canners, which with discounts, freight, etc., will bring net price at factory to little above 70 cents.

VEGETABLES.

Ontario and Quebec Prices.

		Group A, per doz.
2's Asparagus Tips	....	2 27½
2's Asparagus butts	....	1 42½
2's Beets, sliced, Blood Red, Simcoe	....	0 97½
2's Beets, whole, Blood Red, Simcoe	....	0 97½
2's Beets, whole, Blood Red, Rosebud	....	1 27½
3's Beets, sliced, Blood Red, Simcoe	....	1 32½
3's Beets, whole, Blood Red, Simcoe	....	1 37½
3's Beets, whole, Blood Red, Rosebud	....	1 62½
Beans—		Group A
2s, golden wax, midget, Arctic brand		1 15
2s, golden wax		0 85
3s, golden wax		1 22½
Gallon, golden wax		3 52½
2s, Refugee or Valentine (green)		0 85
3s, Refugee (green)		1 22½
2s, Refugee, midget, Auto brand		1 15
Gallons, Refugee		3 52½
(Group B is 2½c doz. less in each case.)		
Beans—		
2's Crystal wax		$ 95
2's Lima		1 17½
2's Red kidney		97½
3's Cabbage	....	0 97½
2's Carrots	....	0 97½
3's Carrots	....	1 27½
Cauliflower—		
2's		1 37½
3'c		1 77½
Corn—		
2's		92½
2's Fancy		1 02½
Gals., on cob		4 62½
2's Peas, standard, sieve 4	....	0 82½
2's Peas, Early June, sieve 3	....	0 85
2's Peas, Sweet Wrinkles, sieve 2	....	0 87½
2's Peas, extra fine sifted, sieve 1	....	1 27½
Gals. Peas, standards	....	4 02½
Gal. Peas, Early June	....	4 12½
Gal. Peas, Sweet Wrinkles	....	4 27½
Parsnips—		
2's		97½
3's		1 17½
Pumpkin—		
2's		50
2½'s		72½
3's		82½
Gals.		2 27½
2's Spinach	....	1 27½
3's Spinach	....	1 77½
Gals. Spinach	....	5 30
Sauerkraut—		
2½'s, Simcoe		92½
3's, Simcoe		97½
Gals., Simcoe		2 77½
Squash—		
3's		97½
Gals.		2 77½
2's Succotash		97½
Tomatoes—		
2's		85½
2½'s		95
3's		1 00
Gals.		2 92½
Turnips, 3's		97½

FRUITS.

Apples—		
3's, Standard		97½
3's, Preserved		1 47½
Gals., Standard		2 42½
Gals., Preserved		4 02½
Blueberries—		
2's (Huckleberries) standard		1 47½
2's (Huckleberries) preserved		1 77½
Gals. (Huckleberries) standard		6 62½
2's Black Cherries, pitted H.S.	....	1 92½
2's Black Cherries, not pitted H.S.	....	1 52½
2's Red, Ptd, Cherries, H.S.	....	1 92½
2's Not ptd., Red Cherries, H.S.	....	1 62½
Gals., Ptd., Cherries	....	8 52½
Gals., Not Ptd., Cherries	....	8 02½
2's Cherries, White Ptd., H.S.	....	1 92½
2's Cherries, White, Not Ptd., H.S.	....	1 52½
2's Black Currants, H.S.	....	1 92½
2's Preserved, Black Currants	....	2 27½
Gals, Black Currants, standard	....	5 27½
Gals. Black Currants, solid pack	....	8 27½
2's Red Currants, H.S.	....	1 92½
2's Red Preserved Currants	....	2 27½
Gal. Red Currants, standard	....	5 27½
Gals. Red Currants, solid pack	....	8 27½
2's Gooseberries, H.S.	....	1 77½
2's Gooseberries, Preserved	....	2 02½
Gals. Gooseberries, standard	....	7 02½
Gals. Gooseberries, solid pack	....	8 77½
Grapes—		
2's, white, Niagara, preserved		1 37½
Gals., white, Niagara, standard		3 27½
Lawtonberries, gals., standard		7 02½
2's Pineapple, sliced, H.S. White Bahama	....	1 92½
2's Pineapple, grated, H.S. White Bahama	....	1 47½
2's Pineapple, whole, H.S. White Bahama	....	1 92½
3's Pineapple, whole, H.S, White Bahama	....	2 47½
Peaches—		
2's white, heavy syrup		1 27½
2½'s white, heavy syrup		1 77½
3's white, heavy syrup		1 87½
1½'s yellow, flats, heavy syrup		97½
2's yellow, heavy syrup		1 27½
2½'s yellow, heavy syrup		1 77½
3's yellow, heavy syrup		1 87½
3's yellow, whole, heavy syrup		1 52½
3's pie, not peeled		97½
3's pie, peeled		1 27½
Gals., pie, not peeled		2 62½
Gals., pie, peeled		3 77½
Pie fruits, assorted, gals. (add 5 per cent.)		....
Pears—		
2's Bartlett, heavy syrup		1 62½
2½'s Bartlett, heavy syrup		1 77½
3's Bartlett, heavy syrup		2 02½
2's Flemish beauty, heavy syrup		1 47½
2½'s Flemish beauty, heavy syrup		1 72½
3's Flemish beauty, heavy syrup		1 97½
2's Keiffers, heavy syrup		1 27½
2½'s Keiffers, heavy syrup		1 52½
3's Keiffers, heavy syrup		1 77½
2's light syrup, globe		97½
3's light syrup, globe		1 37½
3's pie, not peeled		97½
3's pie, peeled		1 27½
Gals., pie, not peeled		2 62½
Gals., pie, peeled		3 77½
Pineapple, sliced, 2's		2 00
Plums—		
2's, Damson, light syrup		87½
3's, Damson, light syrup		1 27½
2's, Damson, heavy syrup		97½
3's, Damson, heavy syrup		1 37½
Gals., Damson, standard		2 77½
2's, egg, heavy syrup		1 07½

2½'s, egg, beavy syrup		1 37½
3's, egg, beavy syrup		1 47½
2's, green gage, light syrup		97½
2's, green gage, beavy syrup		1 07½
3's, green gage, light syrup		1 37½
3's, green gage, heavy syrup		1 47½
Gals., green gage, standard		3 02½
2's, Lombard, ligbt syrup		87½
2½'s, Lombard, light syrup		1 07½
3's, Lombard, light syrup		1 27½
2's, Lombard, heavy syrup		97½
2½'s, Lombard, heavy syrup		1 27½
3's, Lombard, heavy syrup		1 37½
Gals., Lombard, standard		2 77½
2's Rhubarb, preserved	....	1 52½
3's Rbubarb, preserved	....	2 27½
Gals. Rhubarb, standard	....	3 52½
2's Strawberries, H.S.	....	1 92½
2's Strawberries, preserved	....	2 27½
Gals. Strawberries, standard	....	7 52½
Gals. Strawberries, solid pack	....	9 77½
Lawtonberries—		
2's Blackberries, H.S.	....	1 92½
2's preserved	....	2 12½
Raspberries—		
2's black, H.S.	....	1 92½
2's black, preserved	....	2 12½
Gals., black, standard	....	7 02½
Gals., black, solid pack	....	9 27½
2's red, H.S.	....	1 92½
2's red, preserved	....	2 12½
Gals., red, standard	....	7 27½
Gals., red, solid pack	....	9 27½

Group B, 2½ cents less per dozen.

Salmon—		
Fraser River Sockeyes—		
1 lb. talls, dozen	1 90	1 95
1 lb. flats, dozen	2 02½	2 07½
½ lb. flats, dozen	1 22½	1 27½
Northern River Sockeyes, dozen	....	1 90
Red Springs, dozen	....	1 80
Cohoes, dozen	....	1 45
Pinks, dozen	....	1 00

MANITOBA MARKETS.

SUGAR.—A further reduction in sugar prices seems to be in order although at the time of writing no change has been announced. There is yet a very satisfactory consumptive demand.

	Per cwt. in bbls.
Sugar, Eastern—	
Extra standard granulated	4 95
Extra ground or icing	5 55
Powdered	5 35
Lumps, hard	5 85
Montreal yellow	4 55
Sugar, Western—	
Extra standard granulated	4 95
Yellow sugar, No. 1	4 55
Yellow sugar, No. 2	4 40
Yellow sugar, No, 3	4 30
Bar sugar	5 10
Icing sugar	5 30
Powdered sugar	5 10
H. P. lumps	5 80

Sugar packed in 100 lb. sacks 5c per 100 lbs. less.

SYRUPS.—Syrups are in better demand. They are to a certain extent a winter commodity here and worth special featuring considering the steady rise in butter prices.

Corn Syrups—		
Barrels, per 100 lbs.	....	4 25
Cases, 20-lb. tins, ¼ doz. in case	....	2 77
Cases, 10-lb. tins, ½ doz. in case	....	2 76
Cases, 5-lb. tins, ½ doz. in case	....	2 88
Cases, 2-lb. tins, 2 doz. in case	....	2 48
Molasses—	Per gal.	
Barbadoes	0 45	0 50
New Orleans	0 33	0 35
Maple Syrups—	Per case.	
Imperial quarts, case 2 doz.	....	5 20
Imperial ½ gals., 1 doz.	....	4 75

DRIED FRUITS.—The market is a little brisker as is usual at this time of the year. California reports light crop and probability of scarcity. Prunes, especially, are very firm.

		Per lb.
Apricots—		
Choice	....	0 16½
Standard	....	0 16
Slab	....	0 11½
Currants—		
Dry clean	....	0 07½
Washed	....	0 07¾
1 lb. package	....	0 08¾
2 lb. package	....	0 17¾
Figs, Cooking—		
Choice, boxes	....	0 06¼
Half boxes	....	0 06½
Half bags	....	0 05½
Nectarines	....	0 11½
Prunes, in 25-lb. boxes—		
90 to 100	....	0 06⅝
80 to 90	....	0 06⅞
70 to 80	....	0 07½
60 to 70	....	0 08⅜
50 to 60	....	0 10¼
40 to 50	....	0 12
Raisins, Valencias—		
Fancy, off stalk, 28s, per box	....	2 20
4 crown layers, 28s, box	....	2 40
4 crown layers, 14s, box	....	1 25
4 crown layers, 7s, box	....	0 65
Raisins, Sultanas—		
Californias	....	0 09¾
Smyrnas	....	0 14

STRONGER SALMON SITUATION.

Vancouver, B.C., Oct. 21—(Special).—The pack of canned salmon for this year is now practically finished, and has gone into history.

The catch was good on the Fraser River, but was quite unsatisfactory in the northern rivers of British Columbia.

From a profit standpoint to the packers, the season is said to have been rather a disappointment. In the first place, on account of the lack of fish, not more than half of the season's equipment, such as cans, cases, and other supplies, was used at the northern canneries.

In the early part of the season the fishermen on the Fraser River were paid 25c each for sockeye salmon, while the price paid to the American fishermen by the American packers was only 15c each for the same fish.

When the price of the fish to the Canadian fishermen was finally brought down to a parity with the American prices for the same fish, the Canadian fishermen on the Fraser River struck right in the midst of a big run of fish; the inside cannery workers also struck in sympathy, resulting in the loss of several thousand cases of the finest sockeye salmon. This strike of the fishermen, however, lasted only a few days when they accepted the new scale of prices.

A summary of the present market condition on canned salmon is as follows:—

SOCKEYE. — Many canners have entirely sold out, flats and halves are almost cleaned up, and what few are left are in strong hands. The market for best grade has advanced.

SPRINGS.—Not many canned: this grade goes mostly into mild pickle for smoking. There are unsold a few choice lots of Red Springs obtainable at attractive prices. Medium Red and White Springs are good fish, and are offering at low prices on account of light color.

COHOES (also described as "Medium Red").—About one-half unsold and no change in price.

PINKS (also described Humpback)—Selling freely and prices firm.

CHUMS (also described Dog Salmon).—Stocks light.

SASKATCHEWAN MARKETS.

By Wire.

Regina, Oct. 22.—Whole roasted Rio coffee advanced 1 cent, with prospects of another cent advance. Sugar market is weak. Gallon apples are advancing, with peaches and pears on down grade. Business generally is picking up with the marketing of grain, and prospects in the grocery trade are promising.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 22	0 23
Butter, creamery, per lb.	0 30	0 31
Corn, standard, per 2 dozen	2 05	2 10
Cbeese, per lb.	0 16	0 16¼
Eggs, per dozen	0 30	0 31
Lard, 3's, per case	8 25	8 33
Lard, 5's, per case	8 15	8 23
Lard, 10's, per case	8 05	8 15
Cornmeal, 24s, 67¾c; 29s, $1.20-$1.25; 10-10s, $2.55-$2.75; 49s, $1.35; 98s	....	2 44
Flour, 24s, $2.85-$3; 49s, $2.80-$2.95; 98s	2 75	2 90
Rolled oats, 10-8s, $2.35-$2.36; 20s, 55-56c; 40s, 99c-$1.00; 80s	2 05	2 10
General—		
Lard, 20's, each	2 65	2 85
Flour and Cereals—		
Apricots, choice	....	0 19
Coffee, whole, roasted, Rio	....	0 19
Currants, gulf cleaned	....	0 08¼
Dried apples, 50s	....	0 09
Dried apples, 25s	....	0 09½
Evaporated apples, per lb.	....	0 09
Dried peaches, 25s	....	0 09
i Dried peacbes, cboice	0 09	0 09¼
Raisins, muscatels, 50s	....	0 08
Raisins, muscatels, 25s	....	0 08¼
Raisins, Valencias, select, 28s	....	2 65
Raisins, seeded, cboice	....	0 09¼
Nuts—		
Almonds, whole	....	0 17¼
Brazil	....	0 21
Filberts	....	0 14½
Walnuts	....	0 15½
Potatoes, per bushel	....	0 50
Prunes, 70-80, 25s	....	0 08¾
Beans, Ontario, per bushel	2 00	2 10
Beans, Hungarian, per bushel	2 45	2 65
Rice, per cwt.	4 35	4 40
Sugar, standard, gran., per cwt.	....	5 27
Sugar, yellow, per cwt.	....	4 87
Starch, standard, per case	....	2 80
Canned Goods—		
Corn, standard, per 2 dozen	....	2 25
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	....	2 21
Peacbes	....	2 91
Strawberries and raspberries	....	4 20
Tomatoes, standard, per dozen	2 85	2 86
Salmon, Sockeye, 4 doz. case, 1s	....	7 60
Sockeye, ½s	....	9 80
Red springs, 1s	....	6 70
Cohoes, 1s	....	5 40
Humpback, 1s	....	3 50
Starcb—		
Laundry, 1s	....	0 08½
Corn, 1s	0 07	0 08⅜

NEW BRUNSWICK MARKETS.

By Wire.

St. John, Oct. 22.—Principal changes in market quotations since last week are found in canned goods. An advance of 5 cents is noted in corn and peas, and of 2½ cents in peaches. Tomatoes are still uncertain until new stock begins to come in, but crop assures marked reduction from last year's prices. Ontario shows decline of more than 15 cents per dozen changes.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	0 16	0 16½
Bacon, American clear, per bbl.	25 50	27 50
Pork, domestic, mess, per bbl.	....	29 50
Butter, dairy, per lb.	....	0 25
Butter, creamery, per lb.	0 26	0 28
Cheese, new, per lb.	0 14¾	0 15
Eggs, in case, 29-30c; bennery	0 32	0 34
Lard, compound, per lb.	0 11¼	0 11½
Lard, pure, per lb.	0 15¼	0 15½
Flour and Cereals—		
Buckwheat, W., grey, per bag	2 75	2 85
Cornmeal, gran., $5.50; bbls., $3.85; bags	....	1 85
Flour, Manitoba, per bbl.	....	6 25
Flour, Ontario, per bbl.	....	5 45
Rolled oats, per bbl.	....	5 40
Oatmeal, standard, per bbl.	....	5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Potatoes, barrel	....	1 50

(Continued on page 41.)

FLOUR and CEREALS

Demand for Flour Quiet; Cornmeal Very Scarce

Export Offers Below Market Quotations—Cutting Cornmeal and Rolled Oats in Toronto—Dull in Mill Feeds.

Situation of wheat and flour have been in sharp contrast this week. On Tuesday last, Manitoba wheat recovered after its long downward movement and was ½ cent. to good in sympathy with futures at 86½ for No. 1 Northern. December wheat in Winnipeg closed at 78⅝c, an advance of ⅞c, but 7⅝ below last year at this time. Export orders have been coming liberally and altogether market has better tone. Price is so low that demand for Ontario wheat has lessened.

Flour, on other hand, is weaker. Up to end of last week exports from Montreal were heavy, 137,840 sacks in six days compared with 70,595 one year ago; heaviest this season. Some mills have sold output to end of season, and some sales have been made for China and Japan markets. Present week, however, finds export demand dull, quite out of line, awaiting rock bottom in wheat market and possibly second decline in flour.

MONTREAL.

FLOUR AND CEREALS.—Market following on holiday should have presented certain amount of activity, but instead, very pronounced weakness prevailed, neither demand for domestic nor foreign account being up to mark. Millers agree that slight change in price would brighten things up but make no definite statement as to likelihood of change.

Manitoba Wheat Flour—		Car lots, in bags, per bbl.
First patents	....	5 40
Second patents	....	4 90
Strong bakers'	....	4 70
Flour in cotton sacks, 10 cents per barrel more.		
Winter Wheat Flour—		
Fancy patents	....	5 00
90 per cent.	....	4 90
Straight roller	....	4 70
Blended flour	4 80	5 00

CEREALS.—There is no change in market quotations at present moment, but trade is far from active and as millers have strong supplies it would not surprise many to see decline within next three weeks. Of course, things may change, but if they don't, well, we look for decline to stimulate buying.

Cornmeal—		Per 98-lb. sack
Kiln dried	....	2 60
Softer grades	....	2 50
Rolled Oats—		90s, in jute.
Small lots	....	2 22½
25 bags or more	....	2 12½
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—Fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.		
Rolled wheat—		100-lb. bbls.
Small lots	....	2 85
Hominy, per 98-lb. sack	2 40	2 75

MILL FEEDS.—There is no very great trade passing, same dullness which prevails in flour and cereal markets being reflected here.

Mill Feeds—		Car lots, per ton
Bran	....	22 00
Shorts	....	24 00
Middlings	....	26 00
Wheat moulee	....	28 00
Feed flour	....	34 00
Feed cornmeal, per cwt.	....	1 85

TORONTO.

FLOUR.—Toronto broker in commenting on situation to Canadian Grocer on Wednesday morning of this week said: "Great trouble is too much wheat is coming in. Money pressure has forced Western farmers to rush whole output in and market cannot digest it and elevators are jammed on lakes and at seaboard. But on other hand, quality is so fine and with some uncertainty about outside production, market is in position to jump 5 cents in single week. If wheat should be forced out of country on consignment position would be bad. However, weather may interfere with deliveries from West and restore good feeling. Cable bids on flour are out of line but offers are being made below market in order to take advantage of counter offers at bottom whenever price drops. But, generally, no one wants to buy at present until situation clears.

Meanwhile, prices remain unchanged.

Manitoba Wheat Flour—		Small lots, in jute bags per bbl.
First patent	....	5 30
Second patent	....	4 70
Strong bakers'	....	4 50
Flour in cotton sacks, 10c per bbl. more.		
Winter Wheat Flour—		
Fancy patents	4 70	4 90
90 per cent.	4 40	4 50
Straight roller	4 50	4 60
Blended flour	4 70	4 85

CEREALS.—Situation is even worse than week ago in cornmeal so far as supply is concerned. Seems impossible to get supplies across border as mills there are weeks behind orders. This, and not present prices of corn, which have been fully discounted, keeps price firm and may result even in advance. Cutting is taking place in Toronto through local conditions and sales are being made at $2.10. In rolled oats demand is increasing and as oat market holds firm no drop is looked for immediately. Prices are being cut by one firm to $2.05 for 25 bag lots.

Canadian split peas are splendid quality this year, "clean as a whistle," and will keep out German, millers think.

Cornmeal, per 98 lb. bag—		
Kiln dried, 25 bag lots	2 20	2 30
Rolled oats, per 90 lb. sack, in jute—		
Small lots	2 22½	2 25
25 bags to car lots	2 12½	2 17½
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal, standard and granulated, 10 per cent. over rolled oats in 90 S, in jute.		
Rolled Wheat—		
50 lb. boxes	....	1 45
100 lb. barrels, small lots	2 80	2 90
100 lb. barrels, 5 bbl. to car lots	2 70	2 80
Split peas, 98 lb. bags	....	3 25

MILL FEEDS.—Demand is dull and sales are made below quoted prices.

Mill Feeds—		Car lots, per ton.
Bran	....	22 00
Shorts	....	24 00
Middlings	....	26 00
Wheat moulee	....	28 00
Feed flour, per bag	....	1 70

WINNIPEG.

FLOUR AND CEREALS. — Flour prices are steady at the reduction recently reported. There is good domestic trade but export business is dull.

Flour, Manitoba Wheat—		Per bbl.
Best patents	....	5 30
Second patents	....	4 60
First clears	....	4 20
Low grade	2 90	3 10
Jute bags, 10 cents less.		
Cornmeal, 98s	....	1 95
Rolled oats, 80s	....	1 85
Oatmeal, granulated, 98s	....	2 15
Wheat granules, bale, 16-60	....	3 25

◆

WORKS FOR HIMSELF FOR NOTHING.

Here's a story told of vintage a little old, but of moral ever new and true.

"My costs of doing business last year were only 10 per cent.," said A.

"Impossible," said B. "How much do you charge up for rent for instance?"

"Not a cent," responded A. "I own my own store."

"And how much do you charge for your salary?" asked B.

"Nothing," responded A. "I'm working for myself."

◆

TALK ON LEGISLATIVE MATTERS.

Some twenty-five retail merchants of Edmonton, Alta., decided to amalgamate their local association with the Dominion body as a result of an address by J. A. Bucknall, secretary of the Provincial Board of the Retail Merchants' Association of Canada. Mr. Bucknall spoke of the steps taken to prevent objectionable legislation, and told of the stand in regard to co-operative societies.

FRUIT & VEGETABLES

Apples Advance Sharply; Grapes Up 5 Cents

Snows Sold as High as $5 a Barrel — Cranberries Advance 25 Cents, and Fruit Generally Higher—Sweet Potatoes Lower — Commission Men Close Fruit Market This Week.

MONTREAL.

GREEN FRUITS.—Peaches and plums have made final appearance here, and pears will soon be done. Grapes advanced for late shipments, and apples became even firmer, No. 1 packed selling up to $6. Cranberries are also firmer.

Apples, Canadian, per bbl.—		
Alexanders and other Falls, No. 1....	5 00	6 00
No. 2s, all grades, 75-$1 less than No. 1s.		
Bananas, crate	2 00	2 75
Cranberries, Cape Cod, bbl.	8 50	9 00
Grapes, Tokay, 25-lb. box	2 25	2 50
Grapes, Niagara, 6-qt. bkt.	....	0 30
Grapes, Red Rogers, 6 qt. bkt.	0 30	0 35
Grapefruit, Jamaica, 54s, per case	....	5 00
Lemons, Verdelli, case	....	3 50
Oranges—		
Jamaicas, 126s to 250s	....	3 00
Late Valencias	7 00	7 50
Pears, Gifford, Canadian, 11-qt. bkt.	....	0 50
Pears, Gifford, Canadian, 8-qt. bkt.	....	0 30
Pears, Gifford, Can., per bbl.	....	5 00
Pears, Oregon, box	....	3 25
Pears, Bartlett, Can., per bbl.	....	6 00
Pears, Winter, 11-qt. .....bkt.	....	0 50
Peaches, Crawfords and Elberta, California, box	....	1 25

VEGETABLES.—Canadian potatoes continue of good quality at unchanged prices. Sweet potatoes dropped with good supply. Corn and cucumbers are nearly over for season, and shipments of tomatoes will cease in few days.

Cabbage, per doz.	0 35	0 50
Celery, per doz. heads	0 35	1 00
Corn, per dozen ears	....	0 60
Cucumbers, per dozen	....	0 15
Egg plant, basket of 12	....	0 75
Garlic, per lb.	....	0 10
Onions—		
Spanish, per case	3 25	3 50
Spanish, half case	....	1 75
Red Danvers, 75-lb. bag	2 00	2 25
Peppers, green, 11-qt. bkt.	....	1 00
Peppers, red, 11-qt. bkt.	....	1 50
Potatoes—		
Green Monntains and Quebecs, per lb	....	0 01
Potatoes, sweet, per bbl.	....	4 25
Potatoes, sweet, Jersey, hpr.	1 25	1 50
Turnips, Quebec, bag	....	1 25
Tomatoes, 11-qt. bkt.	....	0 35
Tomatoes, box 33 lbs.	1 00	1 50

TORONTO.

GREEN FRUITS.—Our good friend the peach has been out delivering its P.P.C. cards as a farewell this week. Likewise the plum and cantaloupe. The grape is making preparations; so, forsaken by nearly all Canadian products, commission men will move from market by end of week; some earlier.

Grapes were only reasonable excuse for remaining this week. Blue were up to 25c; green to 27½c, and Red Rogers to 30-35c. Nearly everything was higher, apples particularly so. Snows were up $1, selling from $4 to $5 for handpicked; and others high in proportion. Spies when they come in will be $6 at least and will go higher, so small is crop. Cranberries were up to $8.50 straight, with boxes firm at $3.25. California goods, except oranges, had firmer tendency with removal of Canadian. Some pomegranates from Italy attracted attention, and few pineapples were on hand. Pears were very high, 50 and 65 cents.

CANADIAN.

Apples—		
Snows, hand picked, bbl.	4 00	5 00
St. Lawrence, bbl.	3 00	4 00
Wealthy, bbl.	3 00	3 75
Cooking, bbl.	2 25	3 00
Snows, St. Lawrence, etc., bkt.	0 35	0 50
Wagners, No. 1, $3.50; No. 2, bbl....	....	3 50
Talman Sweets, bbl.	2 00	3 00
Grapes—		
Concord, basket, 6-qt.	....	0 25
Niagara, basket, 6-qt.	....	0 27½
Red Rogers, basket, 6-qt.	0 30	0 35
Peaches, large basket	....	0 60
Pears, Clays, 6-qt. bkt.	....	0 65
Pears, Sheldon	....	0 50

IMPORTED.

Apples, Jonathans, case, fancy, $2.50; extra	....	2 75
Bananas, per bunch	1 75	1 90
Cranberries, bbl.	....	8 50
Cranberries, box	....	3 25
Grapefruit, Jamaica, case	4 00	4 50
Grapes, Tokay, case	2 25	2 50
Grapefruit, Florida, case	5 00	5 50
Grapes, Malaga, bbl.	5 00	6 00
Oranges, California Valencias	5 50	6 00
Limes, box of 100	0 75	1 25
Lemons, Verdelli	4 00	4 50
Peaches, California	....	1 50
Pears, California, ½ case, $2.25; case....	....	4 00
Pineapples, case	3 50	4 00
Plums, California	....	1 75
Pomegranates, case	4 00	4 25
Quinces, California	....	2 50

VEGETABLES. — Late vegetables were rather higher this week, such as corn, cucumbers, onions and cauliflowers, which soon will be off market. Cauliflower sold from 75 cents dozen for small to $1.75 for fine large sizes. Tomatoes are nearly over; in fact, only few baskets were on hand. Ontario and New Brunswick potatoes were no firmer, but sold around 85 and 90 cents respectively. Ontario continue to be best quality in years, but soon will be over, and New Brunswick will be in control. Sweet potatoes, very plentiful, were easier; barrels down 50 cents, and hampers 25 cents. Pickling onions and watercress had vanished.

Beets, Canadian, per bag	....	0 90
Cabbage, case	....	1 00
Carrots, Canadian, bag	....	0 90
Cauliflower, dozen, large	1 50	1 75
Squash, bb.l	....	1 50
Potatoes, Ontario, per bag	....	0 85
Potatoes, New Brunswick, bag	....	0 90
Sweet potatoes, hamper	....	1 25
Sweet potatoes, bbl.	....	3 75
Parsley, bkt.	0 30	0 40
Green peppers	0 25	0 30
Red peppers	0 30	0 40
Citron, bkt., 20 to 25c; crate, each	0 06	0 07
Corn, dozen	....	0 18
Cucumbers, Canadian, basket	....	0 60
Egg plant, basket of 12	0 30	0 40
Gherkins, 6-qt. basket	0 75	1 25
Mushrooms, per lb.	....	0 75
Onions—		
Spanish, crate	3 00	3 25
Large cooking, bag	1 75	2 00
Celery, domestic, doz.	0 20	0 25
Tomatoes, Canadian, basket	0 25	0 30
Tomatoes, bushel	....	0 45
Tomatoes, green, basket	....	0 20
Turnips, bag	....	0 75
Vegetable marrow	0 15	0 25

WINNIPEG.

FRUITS AND VEGETABLES.—Apples are not very plentiful and high in price. Peaches, plums and Ontario blue grapes are practically off the market. Grape fruit is plentiful; celery scarce.

Florida grape fruit, case	....	7 00
Apples, box	2 25	2 50
Apples, Ontario, bbl.	5 00	5 25
Cranberries, Cape Cod, bbl.	....	10 00
Potatoes, loads	....	0 35
Potatoes, car lots	0 32	0 35
Tokay grapes, case	....	3 00
Cocoanuts, dozen	....	1 25
Washington pears, crate	3 75	4 25
Bananas, per bunch	2 50	3 50
Californian lemons, crate	....	10 00
Messina lemons	....	7 50
Valencia oranges	6 50	7 00
Evaporated cranberries	....	3 50
Imported honey, box	....	5 50
Ontario tomatoes, basket	....	0 75
Ontario pears, basket	....	0 75
Valencia onions, 140-lb. crate	....	3 75
Spanish onions, 40-lb. crate	....	1 75

LEAKS IN THE GROCERY STORE

A city retailer, who recently spent a few days in a nearby village gives the following contribution to our "Leaks" column:

One of the merchants of the village received a large box of bread from a baker at a distance. The box was brought over from the station and deposited on the sidewalk in front of the store. During the afternoon several sales of bread were made from the box, but all the time it was allowed to remain on the edge of the sidewalk with the lid open. This, while it might have suggested bread to someone, was not according to sanitary principles and all the time that the cover was off, the bread must certainly have been deteriorating.

By the end of October California will have harvested more than 10,000,000 bushels of rice, valued at over $200,000. Experiments have proved very successful.

Eggs Still Soaring; Butter Firmer; Cheese Easier

Strictly New Laid As High As 40 Cents in Toronto—Some Butter Shipments Out West—Backs Down ½ Cent, While Hogs Are Firmer.

Most interesting feature of provision business these days is movement of eggs. Strictly new laid are becoming more and more scarce, and on Tuesday morning of this week one firm moved carton stock up to 40 cents flat, and relative of wholesaler in ordering his special brand was asked 50 cents in retail store in Toronto. At this time last year new laid eggs were selling at 29 and 30 cents; so that present prices are from 8 to 10 cents higher. Fresh laids are very scarce and probably 98 per cent. of sales are storage.

What adds piquancy to unusually high prices at present, when storage are as high as 32 cents is remembrance of last spring when after winter of fairly high prices storage eggs slumped to 18 cents and under, for stock that originally cost, months before, over 20 cents. Wholesalers are wondering whether similar slump will come next year to present stocks. Meanwhile they are unloading them with good profit at present prices and likely will get rid of as many as they can safely.

While not yet affecting Canada appreciably new U.S. tariff reduction has set dealers experimenting in butter with several outside world markets. Some heavy purchases have been made in Siberia and Argentine Republic, over 15,000,000 lbs. being contracted for from former source. New York firm states that there is scarcity of all kinds of high grade butter in U.S. Siberian butter will have no effect on any but "manufacturing" grades, and Argentine samples are said to be lacking in flavor and of poor body. Danish butter will be only real high grade competitor and U.S. market must go up to permit imports. "Whether we will be able to secure any stock of consequence from Canada depends upon production over there in excess of wants. Our advices are that there is no surplus there."

Owing to holiday there was no meeting of Toronto Produce Exchange this week and last week-end prices ruled same as Exchange of earlier part of week.

MONTREAL.

PROVISIONS.— Prices showed no change in hog products this week as late decline in hogs has been discounted fully. Demand has been stimulated somewhat by lower prices last couple of weeks. Barreled pork is moving more freely with fair call from lumber camps. Both pure and compound lard are in good demand.

Hams—		Per lb.
Light, under 12 lbs.	....	0 20
Medium, 12 to 20 lbs.	....	0 19½
Large, 20 to 40 lbs.	....	0 19
Backs—		
Plain, bone in	....	0 23½
Boneless	....	0 26
Peameal	....	0 26
Bacon—		
Breakfast	0 20	0 21
Roll	....	0 17
Shoulders, bone in	....	0 16
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled	0 30	0 30½
Hams, roasted	....	0 31
Shoulders, boiled	....	0 27
Shoulders, roasted	....	0 28
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—		Per bbl.
Heavy short cut mess	....	30 00
Heavy short cut clear	....	30 00
Clear fat pork	....	28 00
Clear pork	....	26 50
Lard, Pure—		Per lb.
Tierces, 375 lbs. net	....	0 14½
Tubs, 50 lbs. net	....	0 14½
Boxes, 50 lbs. net	....	0 14½
Pails, wood, 20 lbs. net	....	0 14¾
Pails, tin, 20 lbs. gross	....	0 14½
Cases, 10-lb. tins, 60 in case	....	0 15
Cases, 3 and 5-lb. tins, 60 in case....	....	0 15¼
Bricks, 1 lb. each	....	0 15¾
Lard, Compound—		
Tierces, 375 lbs. net	....	0 10½
Tubs, 50 lbs. net	....	0 10¾
Boxes, 50 lbs. net	....	0 10½
Pails, wood, 20 lbs. net	....	0 11
Pails, tin, 20 lbs. gross	....	0 10½
Cases, 10-lb. tins, 60 in case	....	0 11¼
Cases, 3 and 5-lb. tins, 60 in case....	....	0 11½
Bricks, 1 lb. each	....	0 12¼
Hogs—		Per cwt.
Live, f.o.b.	8 75	9 00
Live, fed and watered	9 10	9 25
Dressed	13 25	13 50

BUTTER.—Want of supplies is chief feature of butter market and of course this means upward tendency in price. Until beginning of year prices will be inclined to move upward, creamery prints having set ball rolling this week by advancing ½ cent per pound, separator variety also being dearer.

Receipts from first of May so far are 396,833 packages, an increase of 12,374 over last year.

Butter—		Per lb.
Creamery prints, fresh	....	0 30
Creamery solids	....	0 29½
Dairy, prints or solids	0 23	0 24
Separator, prints or solids	0 23½	0 24½

EGGS.—While recent warm spell helped along offerings, yet slump is now noticeable and prices have firmed up and are likely to be maintained at least at present level.

Eggs, case lots—		Per dozen.
New laids	0 40	0 41
Selects	....	0 32
No. 1s	....	0 28
No. 2s	....	0 24
Splits	....	0 23
New laid eggs, in cartons	....	0 42

CHEESE.—Receipts so far this year are 1,392,984 boxes as compared with 1,548,570 last year to date, a decrease of 155,586 boxes. Demand is very light for export and country markets are ¼ to ⅜ below last week's figures. It is not believed shipments of milk and cream to United States will have any marked effect on production at this late period. Exports of cheese are 168,081 boxes below last year to date.

Cheese, White or Colored—	New.	Old.
Large	0 14	0 15
Strong	....	0 16—0 17
Twins	0 14½	0 15
20 lb. new	0 15—0 15½	....
Stilton	.. .	0 17

HONEY.—Prices continue same as last week with fall demand now steady. Supply seems over average.

Honey—	White Clover per lb.	Buckwheat per lb.
Barrels	0 12	0 09
Tins, 60 lbs.	0 12¼	0 09½
Tins, 30 lbs.	0 12½	0 09¾
Comb, 13-14 oz. section	0 20	0 15—0 16
Tins, 5 and 10 lbs.	0 13	0 10

POULTRY.—Demand for turkeys, geese and chickens for Thanksgiving cleaned up surplus stock pretty well, and prices will keep same level for few days more.

Fresh stock—	Live.	Dressed.
Broilers, per lb.	0 22—0 24	....
Broilers, per pair	......	1 25
Ducks, milk fed	0 14—0 15	0 20—0 22
Ducks, old	0 12—0 13	0 14—0 16
Fowl	0 14—0 15	0 17—0 18

TORONTO.

PROVISIONS.—While hogs since end of week have been up 15 cents to $8.40, this is considered only temporary advance due to sharper competition. That such is case is fairly certain from easier feeling in backs, which declined ½ cent.

Hams—		
Light, per lb.	....	0 20
Medium, per lb.	....	0 19½
Large, per lb.	0 10	0 19
Backs—		
Plain, per lb.	....	0 23
Boneless, per lb.	....	0 25
Pea meal, per lb.	0 24	0 25
Bacon—		
Breakfast, per lb.	0 20	0 21
Roll, per lb.	0 16	0 16½
Shoulders, per lb.	0 14½	0 15
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 15½	0 16
Long clear bacon, heavy	0 15	0 15¼
Cooked Meats—		
Hams, boiled, per lb.	....	0 29
Hams, roast, per lb.	....	0 30
Shoulders, boiled, per lb.	....	0 22½
Shoulders, roast, per lb.	....	0 23½
Barrelled Pork—		
Heavy mess pork, per bbl.	24 00	25 00
Short cut, per bbl.	28 50	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 13¾	0 14
Tubs, 60 lbs., per lb.	0 14	0 14¼
Pails, 20 lbs., per lb.	....	0 14½
Pails, 3 and 5 lbs., per lb.	....	0 15¼
Bricks, 1 lb., per lb.	....	0 15½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10½
Tubs, 60 lbs., per lb.	0 10½	0 10¾
Pails, 20 lbs., per lb.	0 10¾	0 11
Hogs—		
F.O.B., live, per cwt.	....	8 40
Live, fed and watered, per cwt.	....	8 75
Dressed, per cwt.	12 00	12 35

BUTTER. — Creamery prints and solids each advanced one cent this week and prints are quoted at 28-30 cents. This is shade below prices of one year ago. Ruling price of prints was 29 and solids 26½, with 26 for large lots. Supply is not so heavy as it was.

Butter—		
Creamery prints, fresb	0 28	0 30
Creamery solids	0 26	0 27
Dairy prints, choice	0 22	0 24
Dairy solids	0 20	0 22
Separator prints	0 23	0 26

EGGS.—Tables as presented this week are necessarily altered in form owing to exigencies of situation. "Strictly new laids" are quoted at 35 to 37, some of these being in cartons, but most not. Guaranteed and stamped cartons were advanced by some wholesalers to 40 cents this week, and as such are quoted at maximum figure. "Fresh eggs" are section of "strictly new laid" shipments that turn out to have rested in nests longer than farmers noticed and are not entitled to "strictly new laid" designation. These run about 32 cents wholesale.

Some wholesalers are taking these and mixing them with "select" storage eggs instead of selling them as "fresh" eggs, preferring not to have any division between "strictly" and "storage." As such they sell, with select storage at 30 and 31 cents.

Fourth class are usual brand of storage and are known variously as "just eggs;" "No. 1 stock," or "commercial variety." These are quoted at 28 and 29. Fifthly come "No. 2's" and sixthly "splits," at 24 or 25 cents. Some divisions are made by a few wholesalers in splits, such as "cracks," and "leaks," but usually only "cracks" are sold.

Jewish trade is credited with keeping up market for last two varieties for fortnight. More and more larger bakers who used to take all splits and No. 2's offered, are using Siberian, which come, "shelled," in cans at cheaper figure.

Eggs, case lots—	Per dozen.	
Strictly new laid	0 35	0 37
Strictly new laid, in cartons	0 37	0 40
Fresh eggs	....	0 32
Storage, selects	0 30	0 31
Storage, No. 1 stock	0 28	0 29
No. 2s	....	0 24
Splits	....	0 24

CHEESE.— While outside markets are again lower than one week ago, Toronto quotations remain unchanged. Business is not active enough, nor is it affected immediately even by export demand. Compared with one year ago prices are ⅜ to ½ cent lower.

Cheese—		
Old, large	0 14¾	0 15
Old, twins	0 15	0 15¼
New, large	0 14	0 14¼
New, twins	0 14½	0 14¾

HONEY.—Lower prices of last week hold firm again with no signs of an advance. In fact if anything easier feeling is expected and with prospect of abundant crop turning up throughout winter large buyers are tempted to turn over holdings as soon as possible at small profits so as not to be caught with stock purchased above ruling market price.

Clover, bbls., per lb.	0 09	0 09½
60, 30-lb. tins, per lb.	....	0 10
10, 5-lb. tins, per lb.	....	0 10½
Buckwheat	....	0 07½
Comb	2 25	2 75

POULTRY.— Turkeys, small stock there was on hand, were cleaned up for Thanksgiving and prices will remain high all this week, at about 18c alive and 22-23, and even 25 dressed. At this point even turkeys are luxury but with supply very small price hardly becomes real factor. Geese were also cleaned up at 15-15 cents dressed, but should be lower next week. Spring chicken supply was heavier than demand, partly owing to high prices,—up to 22 cents—and heavy stocks are on hand still. Prices are easier at 16-17 cents.

Frozen Stock—	Per lb.	
Turkeys, dressed	0 24	0 25
Fresb Stock—	Live.	Dressed.
Broilers, spring	0 13	0 15
Ducks, spring	0 12	0 15—0 16
Fowl	0 10	0 12
Chickens, lb.	0 13	0 16—0 17
Geese	0 10—0 11	0 13—0 15
Turkeys, spring	0 15	0 20
Turkeys, old Tom	0 14—0 18	0 16—0 18

WINNIPEG.

PRODUCE AND PROVISIONS.— Cured meats are steady but lard has made an advance. Creamery butter is up 2 cents per lb.; cheese and eggs unchanged.

Cured Meats—		
Hams per ,b.	0 19	0 21½
Shoulders, per lb.	....	0 15½
Bacon, per lb.	0 20½	0 22½
Long clear, D.S., per lb.	....	0 13½
Mess pork, bbl.	....	28 00
Lard—		
Tierces, per lb.	....	0 13¼
50 lb. tubs	....	6 75
20 lb. pails	....	2 75
3 lb. tins, cases	....	8 55
5 lb. tins, cases	....	8 47
Butter—		
Creamery, per lb.	0 29	0 32
Dairy, per lb.	0 23	0 25
Cheese—		
Ontario, large, per lb.	....	0 16
Ontario, twins, per lb.	....	0 16¼
Eggs—		
Good eggs	....	0 25
Fresh gathered	....	0 35

AUTO DELIVERY PRAISED AFTER THREE YEARS' TRIAL.

(Continued from page 27.)

DELIVERY SCHEDULE.

Showing hours at which deliveries leave the store. Proper allowance should be made for time consumed in intermediate stops between the store and your house.

8:00 a.m. Monona Ave. to Blount.
8:15 a.m. Carroll to Butler.
8:15 a.m. 1st and 5th wards to Park St.
9:00 a.m. So. Carroll to Monona Ave. 3rd and 6th wards; 7th ward.
9:15 a.m. 1st and 5th wards to Park St.
9:15 a.m. West Mifflin St. and 4th ward.
9:45 a.m. 1st, 5th, 8th and 10th wards.
10:00 a.m. 2nd ward to Blount Street.
10:30 a.m. West Mifflin St. and 4th ward.
10:30 a.m. 1st, 5th and 8th wards.
11:30 a.m. 2nd ward to Butler St.; 1st and 5th wards.
11:30 a.m. 1st and 4th wards.
2:30 p.m. 1st, 5th, 8th and 10th wards.
2:45 p.m. 2nd and 7th wards.
3:00 p.m. W. Mifflin St. and 4th ward.
3:30 p.m. 3rd and 6th wards.

Later deliveries according to exigencies of business.

We respectfully suggest that you keep this card for reference and check, or Underline, the deliveries which go your way. Orders can be handled up to ten minutes before leaving time.

JOHNSON & SON
Grocers

NEW BRUNSWICK MARKETS.

(Continued from page 37.)

Sugar—		
Standard granulated	....	4 60
United Empire	....	4 50
Bright yellow	....	4 30
No. 1 yellow	....	4 10
Paris lumps	....	5 75
Molasses, Barbados, fancy	0 38	0 39
Currants, 1s, per lb.	0 07¾	0 08
Raisins, California, seeded	0 08¾	0 09½
Rice, per cwt.	3 60	3 70
Beans—	Per bushel.	
Canadian white	2 35	2 40
Austrian	2 50	2 55
Yellow eye	3 75	3 80
Canned Salmon—	Per 4 doz. case	
Pinks	4 25	4 75
Cohoes	7 40	7 60
Red spring	8 25	9 25
Salmon, Sockeye, 4 doz. case	....	7 60
Canned Fruits and Vegetables—		
Beans, baked	1 30	1 35
Beans, string	0 85	0 87½
Corn, dozen	0 95	1 00
Peas, No. 4	0 85	0 90
Peas, No. 3	0 87½	0 90
Peas, No. 2	0 90	0 95
Peas, No. 1	1 30	1 35
Peaches, 2's, dozen	1 32½	1 45
Peaches, 3's, dozen	1 97½	2 00
Raspberries, dozen	1 97½	2 00
Strawberries	1 97½	2 00

NOVA SCOTIA MARKETS.

By Wire.

Halifax, N.S., Oct. 22.—Wholesale grocery trade is active, and travellers are sending in good orders. New Valencia raisins are selling at 7½ cents per pound. Canadian onions are in good demand at $1.85 bag. Cheese is 16 cents, and not likely to go any lower. Standard granulated sugar is selling at $4.60, and bright yellow $4.40. Fancy Barbadoes molasses is 37 cents gallon. Beans are firmer at $2.40 for hand-picked. Flour prices are easier and butter higher. Eggs little more plentiful, and prices are fractionally easier.

Apples—		
Gravensteins, No. 1, bbl.	....	5 00
Gravensteins, No. 2, bbl.	3 00	3 50
Beans, h.p., bush.	....	2 40
Cheese, per lb.	....	0 16
Eggs, new laid, per dozen	....	0 32
Molasses, fancy Barbadoes, gal.	....	0 37
Onions, Can., per bag	....	1 85
Potatoes, bushel	....	0 65
Raisins, new Valencia, per lb.	....	0 07½
Sugar—		
Standard gran., cwt.	....	4 50
Bright yellow, cwt.	....	4 40

* * *

The new employee who waits to be told everything will find himself passed by the fellow who sets about finding out as much as he can for himself.

Customers do not like to buy from a man who does not know the stock. Make it your first business to learn where things are and what they are.

FISH AND OYSTERS

Heavier Oyster Sales Mark Oyster Week

Frozen Halibut and Whitefish Replace Fresh—Stormy Weather in Nova Scotia Held Fishermen in Port and Storage Stocks Were Called on.

MONTREAL.

FISH.—Demand for all kinds of fish remains strong, and this seems to be one line on which dealers are concentrating. Both brook and lake trout will now have rest, as it is close season. Gaspe salmon have moved up couple of cents in price, while mackerel are somewhat easier. Bluefish are not as plentiful as might be, and price is up.

OYSTERS.—Dealers are reporting better demand in many quarters this week, sentiment created by Oyster Week undoubtedly having some effect, as well as cooler weather.

Fresh Fish—		
Bluefish, per lb.	....	0 18
Carp, 100 lb. boxes, per lb.	0 10	0 11
Cod, market, 250 lb. cases, per lb.	....	0 05
Doree, 100 and 150 lb. cases, per lb.	0 11	0 12
Flounders, per lb.	0 06	0 07
Frogs legs, large, per lb.	....	0 50
Frogs legs, small, per lb.	....	0 25
Haddock, per lb.	0 05	0 06
Halibut, per lb.	0 12	0 13
Herring, per 100 fish, large	....	3 00
Mackerel, lb.	....	0 12
Perch, dressed, per lb.	0 09	0 10
Pike, dressed, per lb.	0 08	0 09
Salmon, B.C., per lb.	0 16	0 18
Salmon, Gaspe, per lb.	0 18	0 20
Steak cod, per lb.	....	0 07
Smelts, per lb.	....	0 12
Sword fish, per lb.	0 09	0 10
Turtles, small, per lb.	....	0 15
Whitefish, per lb.	0 12	0 12
Shell Fish, Fresh—		
Clams, per barrel	....	7 00
Crab meats, per gal.	....	2 50
Lobsters, live, per lb.	....	0 30
Lobsters, boiled, per lb.	....	0 32
Oysters, bulk, standards, per gal, $1.50; Selects	....	1 80
Oysters, solid meat, standards, per gal., $1.80; selects	....	2 00
Oysters, Cape Cod, shell	....	9 00
Oysters, Malpeques, shell	9 00	10 00
Periwinkles, per bushel	....	2 50
Prawns, per gal.	....	2 00
Scallops, per gal.	....	2 75
Shrimps, per gal.	....	2 00
Frozen Fish—		
Haddock, per lb.	0 04½	0 05
Herring, per 100 fish	....	1 50
Pike, per lb.	....	0 06
Smelts, fancy, per lb.	0 12	0 13
Smelts, No. 1, per lb.	0 08	0 09
Salmon, fancy, Spring, per lb.	0 14	0 15
Salmon, Gaspe, per lb.	0 15	0 16
Salmon, Qualla, per lb.	0 07½	0 08
Whitefish, per lb.	0 07	0 10
Prepared Fish—		
Boneless fish, 20 lb. boxes	0 06	0 07
Cod, boneless, 20 lb. boxes, 2 lb. blocks	0 07	0 08
Cod, pure, 3 lb. box, per lb.	....	0 15
Cod, boneless strip, 30 lb. box, lb.	....	0 10
Cod, shredded, box of 2 doz.	....	1 80
Cod, skinless, per 100 lb. box	....	6 00
Cod, dried, per 100 lb. bundle	....	6 50
Pollock, dried, per 100 lb. bundle	....	6 00
Salted and Pickled Stock—		
Cod, green, ordinary, per 200-lb. bbl.	....	9 00
Cod, green, white napes, per 200-lb. bbl	9 50	10 00
Haddock, No. 1 green, per 200 lbs.	....	8 00
Herring, Gaspe, No. 1, ½ bbls., $2.75; bbls.		5 00
Herring, N. S. per ½ bbl.	....	3 00
Herring, N. S., per bbl.	....	5 50
Herring, Holland, per keg, 75c; per ½ bbl., $5.00 to $6.00; per bbl.	9 00	10 00
Herring, Labrador, ½ bbl., $3.25, bbl.	....	5 75
Herring, Scotch, keg of 12 lbs. net, $1.25 to $1.35; ½ bbl.	7 50	8 00
Mackerel, No. 1, 20 lb. kits, $1.75, ½ bbl., $7.00; bbl.	....	12 00
Salmon, Labrador, ½ bbl., $8.00 to $9.00, bbl.	14 00	16 00
Trout, lake, kegs	....	7 00

TORONTO.

OYSTERS.—Oyster men were agreeably surprised on Saturday last when unexpectedly large orders came in for Thanksgiving and rest of week. One wholesaler was several hundred gallons short in spite of heavier supply than usual. Colder weather has put fresh life into business this week and there was marked improvement visible.

FISH.—Colder weather has allowed shipment of frozen fish this week and fresh halibut, which had become too high for ready sale, and whitefish also, gave way mostly to frozen stock. Fillets of haddie so far have been scarce as wholesalers found them hard to keep and finnan haddies are being taken much more plentifully. Among new frozen fish are Qualla salmon at 9 cents and Cohoe salmon at 12.

Frozen Fish—		
Roe shad, weight 3 lbs., each	1 00	1 25
Whitefish, per lb.	....	0 11
Halibut	0 10	0 11
Salmon, Qualla	....	0 09
Salmon, Cohoe	....	0 12
Fresh Caught—		
Blue fish, lb.	....	0 18
Frogs legs, lb.	....	0 65
Haddock, per lb.	0 06½	0 07
Herring, per lb.	....	0 08
Lobster, live, lb.	....	0 45
Lobster, boiled, lb.	....	0 45
Mackerel, weighing 1½-3 lbs., each	0 15	0 25
Pickerel, yellow, per lb.	....	0 12
Pike, per lb.	....	0 08
Salmon, B.C., per lb.	0 15	0 16
Steak, cod, per lb.	....	0 09
Trout, per lb.	0 11	0 12
Whitefish, per lb.	....	0 15
Flounders	....	0 08
Smoked—		
Fillets of haddie	....	0 12
Finnan haddie, per lb.	....	0 08
Kippers, new, box of 40 and 50	....	1 30
Bloaters, box of 60	....	1 30
Digby herring, per bundle	....	0 90
Prepared—		
Cod, quail on toast	....	0 07½
Cod, steak	....	0 08½
Cod, Imperial, 25 lb. pck.	....	0 07
Salted and Pickled—		
Herring, Holland, new—		
Milkers	....	0 85
Mixed	....	0 80
Herring, Labrador, bbl.	....	6 50
Herring, sea, pails	1 25	1 50
Mackerel, pail	....	2 25
Oysters, bulk—		
New York counts, gal.	....	2 00
Extra selects, gal.	1 90	1 95
Straights, gal.	1 65	1 75
Oysters, Shell—		
Malpeques, bbl.	11 00	12 00
Torbays	11 00	12 00
Rockaways	8 50	9 00
Blue Points	8 50	9 00
Oyster Bay counts	8 00	8 50

HALIFAX.

FISH. — Markets were practically bare of fresh fish last week. Stormy weather along coast prevented fishermen from going out to grounds, and most fish sold came from cold storage. Unusually heavy demand for mackerel, and only a few could be obtained. Large fish sold at 30 cents each, and smaller ones at 15. Much better demand for salt fish, and stock offering is of excellent quality. Weather was dry and much more favorable for curing in earlier months, and as result fish is firm. Market is bare of halibut. Smoked salmon in good supply, and quality exceptionally fine.

WINNIPEG.

FISH AND POULTRY.—Thanksgiving time has had a noticeable effect on poultry supplies, shipments from the country and Ontario being quite heavy. The demand is fair. An advance of 3 cents per keg on Holland herrings is the only change in fish prices.

Fish—		
Codfish	....	0 10
Halibut	....	0 12
Pickerel	....	0 08
Salmon	....	0 14
Trout	....	0 12½
Whitefish	....	0 08½
Oysters—		
Imperial gallon	....	2 25
Large tins, 4 1-6 gals.	....	10 50
Cured—		
Kippered herrings, box	....	1 75
Holland herrings, keg	....	0 75
Salt mackerel, kits	....	2 75
Poultry (live)—		
Chickens, per lb.	....	0 16
Turkeys	....	0 14
Geese	....	0 10
Ducks	....	0 10

GETTING MORE MONEY FROM THE FISH DEPARTMENT.

(Continued from page 30.)

" 'The fat must be quite hot,—in fact, be smoking—before the fish is put in, so as to harden the outside, thus preventing the fat from entering into the fish, which would spoil the flavor and make it indigestible.

" 'Only a small quantity of fish should be fried at a time, and the fat should be allowed to get thoroughly hot before the next lot is put in.

" 'As soon as the fish is brown on both sides, drain it on paper or a cloth, so as to absorb all the fat. It should then be dished up on a folded paper and placed on a hot dish.

" 'When the frying is ended, allow the fat to cool a little, strain it to remove any loose crumbs or bits of batter, and the fat will then be quite fit for future use.' "

The Fish Man stopped, almost breathless.

We nodded assent to his proposition. "Fish and how to cook it," should be a grocer's text book, and it would not hurt to hand a few to his customers, real and prospective.

The Fish Man's eyes wandered instinctively to a pencilled sheet before him. It was his usual Fish Talks to Customers, in skeleton form, and we knew he wanted to get at it again.

"Good-bye, come again, and we'll talk it over from other standpoints."

"Thanks, we will. Good-bye."

AN AGE OF SPECIALTIES

If you are convinced beyond question that to obtain any product that you were handling from a particular source would afford you that particular product at the minimum cost, quality considered, and that that source would ensure to you an unsurpassed service, under all conditions, and would also contribute to your prestige through that most effective of all mediums, "A satisfied customer," you would obtain that product from that particular source.

There was a time when Jobbing houses practically controlled the sale of many products to the Retailer that the Retailer is now supplied with almost exclusively by the Manufacturer or Houses confining their operations to that particular line.

It is an age of specialties. The Public have become so exacting that it is necessary that people specialize in respective lines that some one may be reliably informed. In turn the Retailer is called upon to assemble the results obtained by these specialists, and in that way deliver to his patrons the maximum of efficiency.

We are an exclusive oyster house, and the only one in Canada. We devote our entire time and attention to this one particular item of commerce.

We are sincere when we claim that we have the best proposition obtainable in this line.

Claims of superiority are common, and consequently prove nothing, but a trial shipment will either prove or disprove our claims.

Let us have your enquiry.

CONNECTICUT OYSTER COMPANY

"Canada's Exclusive Oyster House"

50 Jarvis Street **Toronto, Canada**

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER.

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen......	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3. $5, $10, $15, and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books ..each	0 04
100 books and over, each.	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS. LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancacke Flour per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$ 2 15
Raspberry, red, h'vy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.	
Red currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry.	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 65
Gooseberry	1 85
Grape	1 55

Marmalade.	
Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.	
Strawberry	0 13
Black currant	0 13
Raspberry	0 13

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz..	4 60
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz...	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb. ..	0 20
Soluble, bulk, No. 2, lb. ..	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	
Supreme chocolate, ½'s 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz...	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26
Icings for Cake—	
Chocolate, white, pink, lemon orange, maple, almond, cocoanut, cream, in ½-lb. packages. 2 doz. in box, per doz...	0 90
Chocolate Confections—	per lb.
Maple buds, 5-lb. boxes ..	0 37
Milk medallions, 5-lb. bxs.	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil Wafers , No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. bxs.	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes ..	0 37
Lunch bars, 5-lb. boxes ..	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box. ..	1 36
Royal Milk Chocolate. 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars, per box	0 85

EPPS'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N. S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannnm, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 90
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy chocolate, ½'s..	0 26
" Vanilla sticks, per grs.	1 00
" Diamond chocolate, ⅛s.	0 24
" Plain choice chocolate liquors	20 30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb.; Caracas tablets, 5c cartons, 40 cartons to box. $1.25 per box.

The above quotations are f.o.b. Montreal.

A MONEY-MAKING CHANCE IN

CANNED GOODS

WE ARE HEADQUARTERS FOR INDEPENDENT PACKS

We guarantee the quality of every tin we offer to be exactly as represented. You run no risk as we stand back of every case.

Look Over This List—

900	Cases	CRAWFORD PEACHES, 2s, Heavy Syrup, .	$1.20	doz.
300	"	PEARS, 2s, Light Syrup	.90	"
200	"	LOMBARD PLUMS, 2s, Heavy Syrup . . .	.80	"
200	"	BLUE PLUMS, 2s, Heavy Syrup	.75	"
200	"	GREEN GAGE PLUMS, 2s, Heavy Syrup . .	.85	"
300	"	REFUGEE BEANS, 3s, ...	.97½	"
300	"	WAX BEANS, 3s, ...	.97½	"

These are exceptional value.—Can be retailed at the same price as 2-lb. cans.—A TRADE WINNER.

500	"	NEW PACK TOMATOES, 3s, ...	.95	"

A chance to make a profit on a 10c. retailer.

100	"	GALLON PIE PLUMS	2.25	"

These are cheaper than gallon apples.

300	"	ALASKA RED SOCK-EYE SALMON . . .	1.75	"

NORWEGIAN SARDINES ARE SCARCE

Here is an opportunity to get in right before prices advance.

200	Cases	DINING CAR SARDINES ¼s	7.75	case

Small fish—smoked.

We offer the above subject to being unsold.

GET BUSY—SEND IN YOUR ORDERS *NOW.*

EBY-BLAIN, LIMITED

WHOLESALE IMPORTING & MANUFACTURING GROCERS
Coffee Roasters, Spice Millers and Tea Blenders to the Trade

CORNER FRONT and SCOTT STS. TORONTO, CANADA

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per Case.
Eagle Brand, ea. 4 doz.	$6 00
Reindeer Brand, ea. 4 doz.	6 00
Silver Cow Brand, ea. 4 doz.	5 40
Gold Seal Brand, ea. 4 doz.	5 25
Mayflower Brand, ea. 4 doz.	5 25
Purity Brand, ea. 4 doz.	5 25
Challenge Brand, ea. 4 doz.	4 75
Clover Brand, ea. 4 doz.	4 75

Evaporated (Unsweetened)—	
St. Charles Brand, small, ea. 4 dozen	2 00
Peerless Brand, small, ea. 4 doz.	2 00
St. Charles Brand, Family, ea. 4 doz.	3 90
Peerless Brand, Family, ea. 4 doz.	3 90
Jersey Brand, Family, ea. 4 doz.	3 90
St. Charles Brand, tall, ea. 4 doz.	4 50
Peerless Brand, tall, ea. 4 doz.	4 50
Jersey Brand, tall, ea. 4 dozen	4 50
St. Charles Brand, Hotel, ea. 2 doz.	4 25
Peerless Brand, Hotel, ea. 2 doz.	4 25
Jersey Brand, Hotel, ea. 2 doz.	4 25
St. Charles Brand, gallons, ea. ½ doz.	4 75
"Reindeer" Coffee & Milk, ea. 2 doz.	5 00
"Regal" Coffee and Milk, ea. 2 doz.	4 50
"Reindeer" Cocoa & Milk, ea. 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 36
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50lb. case.

Terms—Net 30 days prepaid.

FLAVORING EXTRACTS. SHIRRIFF'S

Quintessential.

1 oz. (all flavors) doz.	1 05
2 oz. (all flavors) doz.	2 00
2½ oz. (all flavors) doz.	2 30
4 oz. (all flavors doz.	3 50
5 oz. (all flavors) doz.	4 50
8 oz. (all flavors) doz.	6 50
16 oz. (all flavors) doz.	12 00
32 oz. (all flavors) doz.	22 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottles (retail at 50c)	4 50
4 oz. bottles (retail at 90)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

GELATINE.

Knox Plain Gelatine (2 qt. size), per doz.	1 30
Knox Acidulated Gelatine (2 qt. size), per doz.	1 30

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, tails, 2 doz. in case	1 35
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN, LIMITEE.

Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., cs.	5 00

VICHY LEMONADES.

La Savoureuse Champenoise Cork 50 qts., cs.	8 00
50 pts., cs.	5 00
La Savoureuse "Claret Brown." 100 pts., cs.	9 00
St. Nicholas Champenoise Corks. 50 qts., cs.	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.

Cs. 25 11 lb. bars, lb.	0 08½
Cs. 200 3½ lb. pieces, cs..	4 00
Cs. 12 3 lb. bars, lb.	0 10½
Cs. 50 ¾ lb. pieces, cs...	3 75
Cs. 50 1 lb. sq. pieces, cs..	4 50
Cs. 50 1 lb. long pieces, cs	4 50
Cs. 200 300 grs. pieces, cs	12 00
Cs. 100 300 grs. pieces, cs	6 00
Cs. 200 200 grs. pieces, cs	7 50

ALIMENTARY PASTES.

BLANC & FILS.

Macaroni, Vermicelli, Animals. Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 07½
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 00
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts.	3 75
Apple juice, 24 pts.	4 50
Champagne de Pomme, 24 p	5 90

Motts Golden Russett—

Sparkling Cider, 12 qts.	4 50
Sparkling Cider, 24 pts.	4 75
Sparkling Cider, 36 sp.	4 90
Extra Fins, 100½	16 00
Apple Vinegar, 12 qts.	2 40

These prices are F.O.B. Montreal.

Imported Peas "Soleil"

	Per case
Sur Extra Fins, 40 Flacons, cs.	$10 00
Sur Extra Fins, 100 ½ kilo, cs.	15 50
Extra Fins, 50 1 kilo, cs...	14 50
Extra Fins, 100 ½ kilo, cs.	15 00
Tres Fins, 100 ½ kilo, cs.	13 50
Fins, 100 ½ kilo, cs.	11 50
Mi Fins, 100 ½ kilo, cs...	11 00
Moyens No. 1, 100 ½ kilo, cs.	10 00
Moyens No. 2, 100 ½ kilo, cs.	9 50
Moyens No. 3, 100 ½ kilo, cs.	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 ½-pints	4 25
Tins—	Gall.
5 gals. 2s	2 00
2 gals. 6s	2 05
1 gal. 10s	2 10
20s, ⅛ gal.	2 60

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	5 40
Cases, 4 doz each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case..	0 11¼
Cases, 5 lbs., 12 to case..	0 11⅛
Cases, 10 lbs., 6 to case..	0 11

F.O.B. Montreal.

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."

1 lb. glass (2 dz case)	$1.90	$1.80
2 lb. glass (1 dz case)	3.20	3.00
4 lb. tin (1 dz case)	5.50	5.35
7 lb. tin (½ dz case)	8.60	8.35

"IMPERIAL SCOTCH."

1 lb. glass (2 dz case)	$1.60	$1.55
2 lb. glass (1 dz case)	2.80	2.70
4 lb. tin (1 dz case)	4.80	4.65
7 lb. tin (½ dz case)	7.75	7.50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand

	1 lb. pkgs.	Loose
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs. cases	7	6½
Egg noodles, case 10 lbs. loose; case 60 pkgs, ½ lb. each	7½	7

Marguerite Brand.

Same assortment as above	6½	6
Egg noodles in 10 lb. cases, loose, in 60 pkgs., ½ lb. each	7	6½

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lbs. (loose)		5½
30 lb. cases, 1. lb. packages		6

Terms, Net 30 days.

D. SPINELLI CO., Registered.

Globe Brand.

Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Alphabets 30 lb. case	7	6½

Spinelli Brand.

Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lb. cases (loose)		5½
30 lb. cases, 1 lb. pkgs.		6

Terms—Net, 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz.	1 80
Straight.	
Lemon contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Raspberry contains 2 doz..	1 80
Strawberry contains 2 doz.	1 80
Chocolate contains 2 doz...	1 80
Cherry contains 2 doz.	1 80
Peach contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER

Assorted case, contains 2 doz.	2 50
Straight.	
Chocolate contains 2 doz...	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$ 5,00
Five cases or more	4 95

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.

1-16 gall., doz.	$ 2 00
¼-gall., doz.	6 00
½-gall., doz.	10 80
1 gall., doz.	19 20
1-16 gall., gross lot	20 00

To the Grocery Trade

We are now established in our new warehouse situated on the corner of Church St. and the Esplanade, and with improved facilities and larger space, we feel confident that we can serve you better than it was possible to do in our old building, where we were very much crowded for room. We solicit business, which will have our very best attention.

H. P. ECKARDT & CO.

WHOLESALE GROCERS
Church Street and Esplanade
TORONTO

"SOCLEAN."
THE DUSTLESS SWEEPING COMPOUND.

25c Pail, 2 doz. in case (4½ lbs.) enlarged size	$4 50
40c Pail, formerly 50c, 2 doz. in case (8 lbs.)	7 20
75c Pail, formerly $1.00, 1 doz. in case (17 lbs.)	6 75

"ANTI-DUST" SWEEPING POWDER.

2 lb. tins, 3 doz. crates, doz.	1 40
5 lb. tins, 1 and 2 doz., crates, per doz.	3 90

STARCH.

THE CANADA STARCH CO., LTD.
EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Boxes.	Cents
Laundry Starches—	
40 lbs. Canada Laundry	.06
40 lbs., Boxes Canada white gloss, 1 lb. pkgs	06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 white.	.06½
200 lbs., bbls., No. 1 white.	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chromo pkgs.	.07½
48 lbs., silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs. Benson's satin, 1-lb. cartons, chromo label	.07½
40 lbs. Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 60
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch	.06
(20-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.
Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs	.07
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	.07½
6-lb. toy trunks, lock and key, 3 in case	.08
6-lb. toy drum, with drumsticks, 2 in case	.07¾
Kegs, extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½
(20-lb. boxes ¼c higher than (40's.)	

OCEAN MILLS, MONTREAL.

Chinese starch, 48, 1 lb., per cs., $4.80; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz., per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED.
CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.

No. 1's, 95c per dozen.

Individuals, 45c per dozen.

Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz.	0 90
Clear soups, in stone jars, 5 varieties, doz.	1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.

Case of ½-lb., containing 120 packages, per box, $3.00.

Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

THE CANADA STARCH CO., LTD.

CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	2 50
5-lb. tins, 1 doz. in case	2 85
10-lb. tins, ½ doz. in case.	2 75
20-lb. tins, ¼ doz. in case.	2 70
Barrels, 700 lbs.	3½
Half barrels, 350	3¾
Quarter barrels, 175	4
Pails, 38½	1 85
Pails, 25 lbs. each	1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	2 85
5-lb. tins, 1 doz. in case	3 20
10-lb. tins, ½ doz. in case.	3 10
20-lb. tins, ¼ doz. in case.	3 05

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure) 2 doz. in case, per case.	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s., Tins, 2 doz. to case.

Quebec, per case	$ 1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
British Columbia, per case	2 40

DOMOLCO BRAND.

2s., Tins, 2 doz. to case.

Quebec & Ontario, per case	2 60
Manitoba, per case	3 00
Saskatchewan, per case	3 20
Alberta, per case	3 30
British Columbia, per case.	3 10

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	$ 0 90
Pint bottles, 3 doz., cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce—	
Cases of 3 dozen	$1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 35
Cases of 3 doz. ½-pints	2 25

STOVE POLISH.

JAMES DOME BLACK LEAD.

6a size, gross	$ 2 40
2a size, gross	2 50

NUGGET POLISHES.	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleaner	1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch, 6s	45
Black Watch, 12s	45
Bobs, 5's and 10's	39
Bully, 6s	44
Currency, 6½s and 12s	39
Stag, 5 1-3 to lb.	39
Old Fox, 6 lb. boxes	40
Pay Roll Bars, 7½s	59
Pay Roll, 7s	59
War Horse, 6s	42
Plug Smoking, Shamrock, 6s, plug or bar	45
Rosebud Plug, 7s	50
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking — Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

TEAS.

THE "SALADA" TEA CO.
East of Winnipeg.

	Wholesale	R't'l
Brown Label, 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	80

LUDELLA.
In 30, 60 and 80 lb. cases.
Black, Green or Mixed.

Blue Label 1s	0 20
Blue Label ½s	0 21
Orange Label 1s	0 23
Orange Label ½s	0 24
Brown Label 1s and ½s	0 28
Brown Label ¼s	0 30
Green Label 1s and ½s	0 35
Red Label ½s	0 40

MELAGAMA TEA.
MINTO BROS.
45 Front St. East.
We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale	R't'l
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼.	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JAMS AND JELLIES.
T. UPTON & CO.

Pure Fruit Jams—Raspberry & apple, Strawberry and apple, peach and apple, plum and apple, red currant and apple, black currant and apple, cherry and apple, apricot and apple, gooseberry and apple, huckleberry and apple, fig and apple, 12 oz. glass jars, 2 dozen in case $1.00 per doz.; No. 2 tins, 2 dozen in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37 1-2c. per pail; No. 7 tin pails, 6 pails in crate, 52 1-2c per pail; No. 7 wood pails, 6 pails in crate, 52 1-2c per pail; 30 lb. wood pails, 7 1-4c. per lb.

Packed in assorted cases or crates if desired.

Pure Fruit Jellies — Raspberry, strawberry, black currant, red currant and pineapple flavors, 9-oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, $1.[illegible] per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; No. 7, tin pails 6 in. crate, 52½c; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade — Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.
WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen	$0 90
List Price.	
"Shirriff's" (all flavors), per doz.	0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c packages	1 15

Western Dollars

do not grow on trees

Some people apparently imagine Western Dollars grow on trees and can be shaken off as easy as apples. Business is here in abundance, but it has to be gone after. You must know where to get it. We know. With our sales force on the ground all the time, we know the strings and can get business for you. We have five warehouses at the most central points of distribution and guarantee first class service. *Let us market your lines in the West.*

Nicholson & Bain
WHOLESALE COMMISSION
MERCHANTS and BROKERS

Head Office:
Winnipeg, Man.

Branches at:
REGINA
SASKATOON
EDMONTON
CALGARY
and
LETHBRIDGE

Fresh Pork Sausages

September marks the opening of the Sausage Season. Cooler weather and renewed work demand something tasty for breakfast.

Nothing can be more so or more ecomonical than Fearman's Star Brand Fresh Pork Sausages.

Let us book you for a regular daily or weekly shipment.

F. W. FEARMAN CO.
LIMITED
HAMILTON
Established 1854

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30 Years' Experience In Mince Meat Is At Your Service.

We guarantee you the best goods on earth at the money.

Insist on Wethey's Always

Ask your jobber or write us

J. H. WETHEY, Limited
St. Catharines

GERMAN-QUALITY-SAUSAGE

J.M. SCHNEIDER & SONS LIMITED

BERLIN, ONT.

TRADE-MARK-REG

German Eagle Brand Products

Schneider's Bologna

put up in rings at 11c. per pound

Is made of Fresh, Clean Meat under sanitary conditions.

Send for a Trial Order.

J. M. Schneider & Sons Limited.

HIGH GRADE GERMAN SAUSAGE
PORK PACKERS

Berlin Ontario

APPLES

Before purchasing write for our quotations on the famous **Georgian Bay** apples. We will be packing from five to ten thousand barrels.

LEMON BROS.
Owen Sound, Ontario

Remember

when ordering your Lemons that

St. Nicholas
Home Guard
Puck
Queen City
Kicking

are the brands that always give the best satisfaction.

J. J. McCABE
Agent
Toronto, Ont.

—it has delighted the fastidious coffee tastes of

Great Britain for over a quarter of a century, and is now being offered to the coffee drinking public of Canada.

DISTIL

Coffee Essence

imparts a true Mocha and Java flavor and makes a hit wherever introduced. It will make a hit in your neighborhood, Mr. Dealer. Get a stock now. Price, $5.80 per case of 4 doz. 5 oz. bottles.

Order direct from
The Harry Horne Co., Toronto
or
Leadley Limited, Winnipeg

Agents wanted for Vancouver, Montreal and St. John. Correspond with The Harry Horne Co.

THE DISTIL MFG. Co. Limited London Eng.

ADS AND SALES

A Study of Advertising and Selling from the standpoint of the New Principles of Scientific Management.

By Herbert N. Casson.

An Invaluable Book for the Manufacturers, Sales Managers, Salesmen, Etc.

This is the first book which has attempted to apply the principles of Scientific Management to the Problems of Sales and Advertising.

Cloth-bound, Limited Edition, 167 pages.

Sent Postpaid on Receipt of $2 to any Address.

Technical Book Department

MacLean Publishing Co.
143-149 University Avenue, Toronto

First New Figs

Direct from Turkey. Beautiful quality and pack. Boxes with hinged lids and parchment wrapped, in all sizes and grades.

Our prices are the lowest in the trade, being *direct importers,* saving middlemen's profits. Place your fig business with us.

White & Co., Limited
TORONTO and HAMILTON
Wholesale Fruit and Fish

Malaga Grapes

Our first consignment just received. The quality is very fine and prices reasonable. Get some of these.

CRANBERRIES

Fancy Early Blacks from Cape Cod. Good, hard, bright berries. Prices now are lowest for this season.

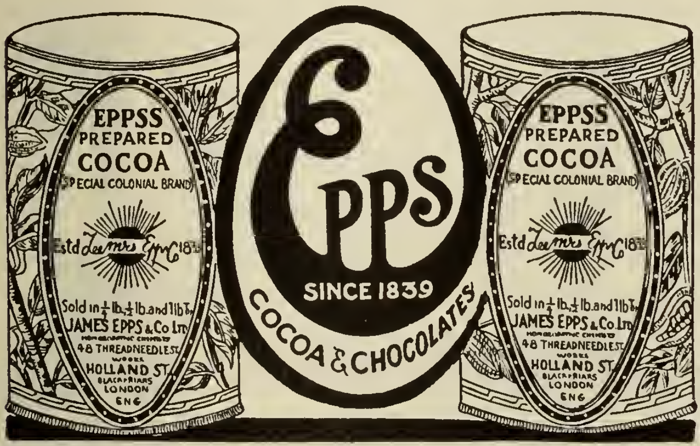
NEW CROP FIGS

Just In

Extra Fancy Camel Brand

THE HOUSE OF QUALITY

HUGH WALKER & SON
Established 1861
Guelph and North Bay



EPPS COCOA

"THE BEST EVER SINCE 1839"

EPPS COCOA IS MADE FROM THE FINEST SELECTED COCOA BEANS AND BY OUR SPECIAL PROCESS THE HIGHLY NUTRITIOUS BUTTER OR OIL CONTAINED IN THE NATURAL COCOA IS MADE SOLUBLE AND EASY FOR DIGESTION.

We have just received a supply of most attractive advertising matter and samples.

Write to-day—for YOUR share.

SAMPLES AND SPECIAL ADVERTISING FREE

JAMES EPPS & CO., Limited, LONDON, ENG.
25 East Front Street Toronto

PURE Elgin Brand LEAF

Kettle Rendered Lard

has an A1 record that's hard to beat

Everything Elgin Brand is good, and we manufacture all lines of Pork and Pork products.

We are making a specialty this season of Old Canadian Cheese. The cheese with the flavor.

We solicit your consignments for Cold Storage. You will find our facilities are unexcelled.

Send for a Post Card Order Book.

The St. Thomas Packing Co.
LIMITED

Pork Packers and Provision Merchants, Pork, Pork Products and Beef, Butter, Eggs and Cheese.

ST. THOMAS, ONT.

Wholesale Branches at Windsor and London, Ont.
Let us send you one of our Post Card Order Books.

Every Pound of Anchor Brand Flour

has character in every ounce

because extreme care, watchfulness, ability, integrity, the most modern equipment and only the choicest Western Spring Wheats form the complement that obtains the highest possible quality every day in the year.

The most searching analysis and tests make uniformity certain.

As rapidly as people learn all the facts about **Anchor Brand Flour**, they are satisfied only with this Brand.

Anchor Brand Flour is better because the trouble and expense are taken to make it better.

Standard Prices—Worth More.

Free samples for Missourians will be sent to Dealers and Bakers for distribution.

Leitch Brothers' Flour Mills, Ltd.

Oak Lake,, Manitoba

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

Sodafied Deliciousness

When deliciousness is applied to Meadow Cream Sodas you at once think of crisp, flaky rich creamy—flavored sodas, not tough and hard. This is the exact description of these popular Sodas—delicious in every sense of the word.

They stand without a rival in the biscuit world. Fifty biscuits in every package and weighing one pound (the largest pound package on the market for the price).

Quality is the permanent feature of all Crothers' Goods.

Send for samples and prices of Crothers' Fancy Biscuits and Confectionery as well as Meadow Cream Sodas.

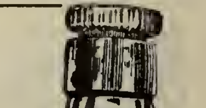
Stock these lines.—You will find a ready sale for them.

The

W. J. Crothers Co.

Kingston, Ontario

The Tasty Sauce



The most piquant of appetizers, needs no recommendation to the grocer who handles the best. If you have not stocked it you will find

PATERSON'S Worcestershire SAUCE

a winning item on your list for deliciousness, profitableness and quick selling.

ROWAT & CO.

GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec. Ontario, Manitoba and the Northwest; F. K. Warren, Halifax. N.S.: J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

James' Dome Black Lead

Trade Mark.

FOR STOVES

has had a steady sale in Canada for **FIFTY YEARS,** and is still in popular demand. Beware of imitations, there is only one "**DOME**" **Lead.** The word "Dome" is a registered Trade Mark. No other make can therefore be sold as "**DOME.**"

We pay the freight

We guarantee the sale

Melagama

TEA and COFFEE

And every pound sold means a satisfied customer

Packed by

Minto Bros.

Toronto

Established 40 Years

Phone, wire or mail an order at our expense

No grocery store can afford to be without a refrigerator

—the spoilage of one year would, in many cases, more than pay the cost of a refrigerator.

EUREKA
REFRIGERATORS

are backed with over twenty-seven years of manufacturing experience, which serves to make this line the standard on the Canadian market.

The Eureka contains no zinc or galvanized iron to rust and corrode. It is the sanitary dry cold circulating air way that makes perfect refrigeration possible with minimum ice expense.

Catalog and prices sent on request.

Eureka Refrigerator Co.,
Limited
54 Noble Street TORONTO

Montreal Representative
JAMES RUTLEDGE, Tel. St. Louis 3076

Distributing Agents, Walter Woods & Co., Winnipeg

Agents at Fort William, Hamilton, Calgary, Moose Jaw, Saskatoon

---

Stock of Special "Class"

gives dignity to the entire stock of a grocery. Even though you use only moderate quantity of quality goods, there is no wiser selection for you than

CARR'S BISCUITS

With such stock on hand you invite a trade that will advertise you and make you successful. Carr's Biscuits are packed for export in air-tight tins.

Write for Prices.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn Montreal and Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

Three Lines You Should Know and Introduce to Your Customers

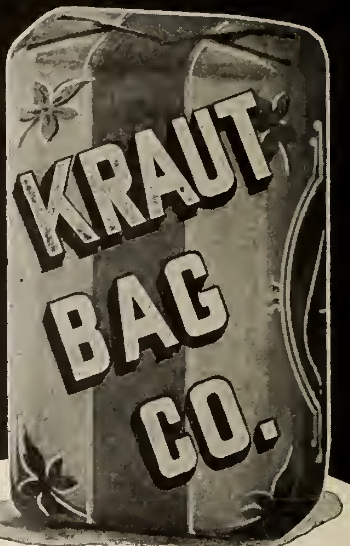
Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case	$3.60
Princess Condensed Milk, 4 doz. in case	$4.50
Banner Condensed Milk, 4 doz. in case	$5.25

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East or Halifax. We will prepay freight up to 50c. per 100 lbs.

J. MALCOLM & SON
St. George, Ontario

TO THE COFFEE & TEA TRADE



Use Fancy Paper Bags

Adolph Kraut Co.

57 Warren St. New York.

Imported Biscuits

There are THREE ESSENTIALS in purchasing imported biscuits;—

Quality
Freshness
Service

Our quality is the finest.
Our tins are hermetically sealed.
Our agents are progressive and obliging.

McVitie & Price, Limited

Biscuit Manufacturers
EDINBURGH (SCOTLAND)

AGENTS:

Manitoba and Saskatchewan.
RICHARDS & BROWN, James Street, WINNIPEG

Alberta
CAMPBELL, WILSON & HORNE, Limited, Calgary, Edmonton and Lethbridge.

British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St., VANCOUVER.

The Easiest Way in The World

To Handle BANANAS

Save your back and your boy. Don't abuse either when you can shift the lifting to this immensely practical and economical device. It pulls up the bananas like any small block and tackle. But unlike them all, it locks the load in mid-air **the instant you let up on pull rope.**

HALL TRADE MARK

Banana Hoist

Hoist and Hanger Combined

Nearly a quarter of a million Hall Safety Self-Locking Hoists are used by farmers and others. The simplicity of the **patent lock** has given this Hoist supremacy over all. Now we have nicely adapted it to the needs of the average fruit man. Every fruit man ought to have several. No device has ever been offered which will so simplify his heavy work or so quickly earn its cost in time and trouble saved.

Satisfaction Guaranteed or Money Refunded

If your wholesale grocer or hardware dealer cannot supply Hall Banana Hoists, send us fifty cents for **sample** and we will ship by parcel post under "Money Back" Guarantee."

Heavier the Bunch the Tighter the Grip.

Hall Manufacturing Co.
Monticello, Iowa

Litster Goods

are made good enough to guarantee. They recommend themselves and sell themselves wherever introduced. Is the best any too good for your trade?

Litster Pure Food Co., Limited
TORONTO

SALT, SALT, SALT,

All SALT and nothing but SALT

———positively not adulterated in any way. The best brine is pumped from our salt wells after which it is evaporated and dried by the most up-to-the-minute processes, ensuring for your patrons fine, dry, even crystals. **Purity Salt** is the salt for all household purposes. **Purity Salt** should be handled by all quality dealers.

The WESTERN SALT CO., Limited
COURTRIGHT, ONTARIO

King Oscar Brand

By Special Royal Permission

The Famous Norwegian Sardines packed by Chr. Bjelland & Co., Stavenger, Norway.

The quality and deliciousness of these sardines is well known to consumers everywhere. The demand is already established and a widespread publicity campaign is making more sales for the dealer.

King Oscar Sardines are an all-year-round seller. Are you prepared to supply the demand?

J. W. Bickle & Greening

(J. A. Henderson, Canadian Agents)

Hamilton, - Canada

MASON'S 'O.K.' SAUCE

THE ORIGINAL

As purveyed by appointment to the House of Lords. As supplied to the House of Commons, H.M. Navy & Army, Government Offices and the Leading Hotels and Caterers throughout the World.

CAUTION—No connection with any firm or company trading in a similar name.

SHAKE THE BOTTLE
MASON'S
DELICIOUS
"O.K."
SAUCE
PIQUANT AND APPETISING
Of Guaranteed Purity and Digestive Merit
EXCELS WITH CHOPS, STEAKS, VEAL CUTLETS, COLD MEATS FISH & &c
PREPARED BY GEORGE MASON & C° LIMITED
CHELSEA WORKS
WALHAM GREEN
LONDON S.W.

THE MARK OF QUALITY

An introductory size and a certain leader to the larger size. Price **10cts.**

Sole Manufacturers:
GEORGE MASON & CO. LIMITED,
LONDON, ENGLAND.

Represented by:—

The Lind Brokerage Co., 49 Wellington St. E., Toronto.
G. H. Gillespie, 437 Richmond Street, London, Ont.
J. T. McBride, 62 Canadian Life Chambers, Montreal.
Nelson Shakespeare Watkins, Limited, 860-864 Cambie Street, Vancouver.
David Brown, 328 Smith St., Winnipeg, Man.
W. C. Mullins & Co., 25 King St., St. John, N.B.
Fenwick Hendry & Co., Wholesale Distributors, Kingston and District.

EXTRACTS

The **STERLING BRAND** is the acme of perfection in extracts. You make no mistake in recommending it to your customers.

Every dealer should have a complete list of the Sterling products. They appeal to the tastes of the majority, thereby bringing customers and increasing pro-

The

T. A. Lytle Co.,
Limited
Sterling Rd., Toronto

MINCEMEAT

Now is the time to place your order for this popular Fall and Winter delicacy. **STERLING BRAND** is known for its exceptionally high quality.

D. & J. McCALLUM

PERFECTION SCOTCH WHISKEY

is known throughout the Canadian trade as the finest flavored Scotch on the market. It hasn't that smoky flavor of most Scotch Whiskies. It represents customer satisfaction and good profits.

Wm. E. McIntyre, Limited
23 Water Street, St. John, N.B.
GENERAL AGENT

Pacific Coast Halibut and Salmon

FRESH AND FROZEN

Order your Pacific Coast Frozen Halibut and Salmon for next Winter's requirements from

The Canadian Fishing Company, Limited

VANCOUVER, BRITISH COLUMBIA

Write for prices and information.

We produce and ship all kinds of Pacific Coast Fish—Fresh—Frozen—Salt—and Smoked.

Quality and Service Unsurpassed

We have them

Giant

Prince

Globe

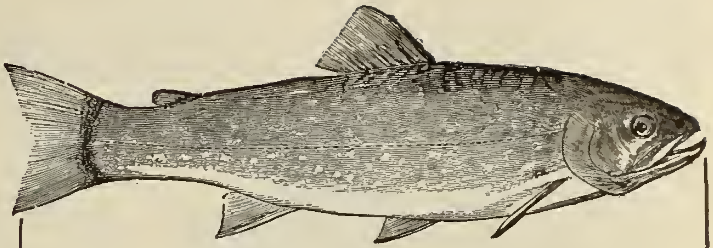
Beaver

Fruit Jar Rings

Quality Guaranteed

Walter Woods & Co.

HAMILTON and WINNIPEG



A Fish 5 Minutes From the Water

cannot have a more real sea flavor than do the **Brunswick Brand Sea Foods.** The flavor is retained by the employment of the latest and most modern methods of preparing and packing—immediately after the fish comes from the water.

Brunswick Brand Sardines in oil, one of our leaders, is holding the foremost place among Canadian packed sardines. They sell at a moderate price and pay a good profit.

Our years of experience and large modern factories enable us to turn out sea foods as nearly perfect as can be made.

Our supplies are the choice of fishermen's catches, caught in the neighborhood of our factories.

Known and appreciated all over Canada.

OUR CHIEF SELLERS

¼ Oil Sardines
⅜ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams
Scallops

CONNORS BROS., LIMITED

BLACK'S HARBOR, N.B.

AGENTS:—Grant, Oxley & Co., Halifax, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. de Carteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

Cleans alike, the hardest and most delicate skin

Snap is the friend of the horny hand of the laborer, and the delicately soft hand of the pretty miss.

It removes soil and stain without injuring the skin or irritating it in any way. Snap is antiseptic, healing.

Replenish your Fall stock.

SNAP COMPANY, Limited
MONTREAL

A SLIGHT DIFFERENCE

in price on a cheap article like

SAL SODA

should not count when quality is considered

BRUNNER, MOND & CO.'S
ENGLISH SAL SODA

Is the PUREST, contains LEAST MOISTURE and therefore GOES FURTHEST of any Washing Soda Sold.

WINN & HOLLAND, LIMITED
SOLE AGENTS
MONTREAL

Wonderfully Good Value!

WONDERFUL SOAP
AND
SOAP CHIPS

Wonderful Soap is remarkably pure and hard, and will do more work to the bar than any other soap you ever handled. As for Soap Chips—their equal in efficiency and economy for large washings has yet to be discovered.

We Pay Freight on Five Case Lots.
Write us for quotations.

The Guelph Soap Co.
Guelph, Ontario

THREE TOBACCOS
WITH A TREMENDOUS SALE

"Master Mason"	"King George's Navy"	"Rose Quesnel"
SMOKING	CHEWING PLUG	SMOKING

Place Mining and Lumber Camp Orders as early as possible

The sale of these tobaccos is remarkably large throughout the mining and lumbering territories, and for this reason we advise early ordering to ensure good service in delivery when desired. Order "Rose Quesnel" and "King George's Navy" for this trade. They are quick sellers.

The Rock City Tobacco Co.
Limited
QUEBEC WINNIPEG

Finest Quality

Whittemore's
Shoe Polishes

Largest Variety

Oldest and Largest Manufacturers of Shoe Polishes in the World

"GILT EDGE" Oil Polish. The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. Largest quantity. Finest quality. Polishes without rubbing. Retails 25c.

"BULLY SHINE." A waterproof paste polish for all kinds of black shoes and old rubbers. Blacks, polishes, softens and preserves. Contains oil and waxes to polish and preserve the leather. Also Russet Bully Shine for tan leathers. Large tin boxes. Boxes open with a key. Retails 10c.

"SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Boxes open with a coin. Retails 10c.

"DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retails 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color).

"ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. **'BABY ELITE" COMBINATION** (10c size). **"ELITE" PASTE** in 5 sizes.

"BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Retails 25c.

Send for circulars giving full particulars of our other Polishes to WHITTEMORE BROS. & CO., Boston, Mass., U.S.A. For sale by the Shoe Findings and Shoe Jobbing Trades of all Canada.

BUY

"Redona" and "Matador"

SHELLED

ALMONDS

The most popular amongst the Grocery and Confectionery Trades

COSMELLI & COMPANY

Packers and Shippers of the well-known Red "C" and Red "B" Fruit Pulps.

Monument Buildings, London, England

J. BLOOR
THE McGREGOR PAPER BAG HOLDER.

HOLDS EVERY SIZE BAG FROM ¼ TO 10 LBS.

hangs right above the counter ready for use. Saves time, space and waste in bags. No hole punching or any extra trouble whatsoever, simply lay the bags in their respective compartments. Quicker service a certainty. No up-to-date store should be without one.

Selling Agents for Canada:
KILGOUR BROS.
21-3 Wellington St. W., Toronto

O. P. McGREGOR
Pateutee and Manufacturer
411 Spadina Ave., Toronto

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

A Thing of Beauty —A Joy Forever

¶ Around Christmas every good Canadian grocer excels all past year's efforts in window display. The Christmas window must be the best on the street and if possible in the town. It becomes a "thing of beauty."

¶ Why not have the Christmas window photographed? Each year for a good many in the past Canadian Grocer has offered $20 in prizes to the best dressed windows sent it. There are always six fortunate winners. If you have never yet done so, come in this year on the contest.

¶ The contest is divided into two classes, A and B. Class A includes cities with population over 10,000, and Class B, all places under 10,000. The first three winners in each class receive prizes of $5, $3, and $2, respectively, making a total of $20.

¶ The only conditions are that the windows be dressed with Christmas goods, by dealers or clerks and that photographs be mailed before December 31. A description in brief of each window entered is required. This may be written on back of photo or on separate sheet. Mounted picture not necessary.

¶ Windows will be judged from standpoints of Selling Power, Attractiveness and Originality.

¶ See that you get the Christmas window photographed this year and make it "a joy forever."

Address:

The Editor, The Canadian Grocer
143-149 University Avenue, Toronto

If you are looking for quality in spices
Order
Hugman's
Sure

RED ROSE BAKING POWDER
EXTRACTS
JELLY POWDERS

are also top-notchers.

Orr & McLain, Winnipeg
are our Western Agents

A. W. Hugman, Limited
MONTREAL

HIRONDELLE
(Swallow Brand)

The brand of Canadian Macaroni, Vermicelli, Spaghetti, etc., that is unsurpassed by any imported.

All dealers should satisfy themselves on this point by asking their wholesalers.

The price for both dealer and customer is right, while the profits are excellent.

C. H. Catelli Company, Limited
MONTREAL, CANADA

Mr. C. C. Mann, 517 Board of Trade Bldg
Toronto, Can., Agent for Province of Ontario

"Young-Tom" Washing Powder

Maximum Service
Minimum Labor

You can lighten your housewife patron's labors and increase her joy and interest in her daily housework by selling her YOUNG-TOM washing Powder.

It will pay you to stock this efficient Washing powder, also Purity Laundry Soap, Uncle Tom Tar Soap, Glycerine Pumice, and Olive Oil Soaps. They are all high quality, and are excellent sellers.

Young-Thomas Soap Co., Limited
Regina, Canada

Raise your profits by keeping down the dust

Sell your customers the leading sweeping compound, that disinfects, lays dust and does a host of other things that make sanitation possible in the home as well as in the store.

ANTI-DUST
DOES THE WORK

Try it in your store and see how nicely it works, then tell your customers about it.

For Attractiveness of Tin and Quality of Powder You Can't Beat ANTI-DUST.

Sapho Mfg. Co., Limited
MONTREAL

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word,

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

TO LET

TO LET—ABOUT 1,000 SQUARE FEET IN warehouse with railway siding; bright private office, two phones; in centre wholesale district. Apply Postoffice Box 566, Winnipeg.

WANTED

AGENT WANTED IN EVERY TOWN IN Canada. Make money spare time and evenings. Write now. Lock Box 120, Davenport, Iowa.

WANTED — INFORMATION REGARDING good grocery or meat market for sale. Send description and price. Northwestern Business Agency, Minneapolis, Minn.

FOR SALE

FOR SALE—ONE TAYLOR'S SAFE, FIVE months in use; size of outside measurements 34 x 28 x 45. Thirty-six feet of quarter-cut oak grocery fixtures, also thirty-six feet of counters, made by the Arnet Furniture Co., Souris; in good order. One showcase; thirty-two feet of quarter-cut oak grocery fixtures; one sixteen foot counter, practically new; one Gipe carrier system, four stations, complete; will sell cheap. Two electric coffee mills, guaranteed to be in good running order. One set of Toledo scale, with or without electric attachment; 2 set of Dayton scale. Will sell any of the above on very easy terms, with no interest. Apply Box 223, Moose Jaw.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro', Ont., solicits your orders.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor, either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

MODERN FIREPROOF CONSTRUCTION — Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St., West, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. tf

FIRE INSURANCE, INSURE IN THE HARTFORD. Agencies everywhere in Canada.
THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00 and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St. W., Toronto, Canada.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St., Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice street, Toronto.

MOORE'S NON - LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada.
WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

IT'S PURE

Tell the Trade

MAPLEINE

is listed in Westfield's Book of Pure Foods.

Order of Your Jobber, or Frederick E. Robson & Co., 25 Front St. E., Toronto, Ontario.
Mason & Hickey, 287 Stanley St., Winnipeg, Man.

The Crescent Mfg. Co.
SEATTLE, - WASH.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

- Cultivation and Preparation.
- Commercial Classification and Description.
- Adulteration and Detection.
- Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.
Technical Book Department
143-149 University Avenue, Toronto

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE
IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

Buyers' Guide

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples.

Ingersoll, - - - - Ontario

Established 1886.

FRUIT PULPS

Bitter Oranges and Peels

F. KESSELL & CO. 7-8, The Approach

London Bridge, London Eng.

APPLES FOR SALE

in car lots or any quantity. Best winter varieties. Mostly Spies and Baldwins. Write for prices.

A. W. IDLE, Clarksburg, Ontario.

COMTE'S COFFEES

The profits please the dealer. The quality pleases the customers.

We want more agents. Write.

Augustin Comte & Co., Limited

P.O. Box 2963, MONTREAL

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

Credit Selling and Getting the MONEY!

Credit business is as good as cash trade if you can get your money promptly. The customer who is slow in paying can he put on what is practically a cash basis through the use of

ALLISON'S COUPON BOOKS

Just give him a $10.00 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.00; no trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10.00 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

Manufactured by

ALLISON COUPON CO.,
Indianapolis, Indiana U S.A.

GRATTAN & CO., LIMITED
ESTD. 1825

The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada

EMERSON, BAMFORD CO.
842 Camble Street VANCOUVER, B.C.

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

COCO-BUTTER

At last the proper article discovered 100% pure. No odor. Never goes rancid. Vegetable Fat. More economical than Butter or Lard for all Cooking Purposes.
Agents Wanted.

Colonial Coco-Butters, Limited, Montreal

WRITE TO

10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

When writing advertisers, kindly mention having seen the ad. in this paper.

EGG FILLERS

12-DOZ. EGG CASES

The Trent Mfg. Co., Limited

Trenton, Ontario, Canada

HOLLAND RUSK

Holland Rusk is a perfect toast, ready to serve. Suggest it to your customers and thus increase your sales and profits

HOLLAND RUSK COMPANY
HOLLAND, MICH.

A want ad. in this paper will bring replies from all parts of Canada.

BLACK JACK

QUICK
CLEAN
HANDY

¾-lb. tins—
3 doz. in case

FINEST IN THE WORLD FOR PARLOR STOVES, PIPES AND RANGES
APPLY EVENLY WITH A DAMP WOOLEN CLOTH.
XXXX
BLACK JACK
PASTE
STOVE POLISH
THE NICKEL PLATE STOVE POLISH COMPANY LTD.
WINDSOR, ONTARIO.

TRY IT

SOLD BY ALL JOBBERS

Wonder-Shine Cleans Without Rubbing

Cut Glass as well as Silver, Gold, Plated Ware

Absolutely guaranteed non-injurious, and saves much disagreeable labor in a home.

The new popular 10c package is a seller.

3 and 6 doz. cases, doz.	.80c
25c size, 1 and 3 doz. cases, doz....	2.00

In counter display boxes, with show cards.

Now is cleaning time.
Counter display boxes are silent salesmen.
All wholesalers, or direct to

STUART & FOSTER, Limited
owning and operating (Wonder-Shine, Ltd.)

WONDER-SHINE
SILVER CLEANER FOR SILVER AND GOLD
(STERLING OR PLATED WARE)
NO RUBBING NO WEAR
REMOVES TARNISH INSTANTLY
PRICE 25 CENTS
WONDER-SHINE LIMITED TORONTO, CANADA
INCORPORATED BUFFALO, N.Y.

"Good Morning, Watson"

"I must congratulate you on that big order you sent in from Smith, Jones & Co. We have already gotten a fair share of their trade, but this is the finest order you have ever received from them. How did you get it?"

"Well, Mr. Smith says since we are using

Thompson & Norris Corrugated Boxes

our shipments have been coming to hand without breakages, the freight charges have been less, and he says he is going to give the firm his business who take care of them in the little things."

"Splendid, Watson, and by the way, these corrugated boxes are costing us less money than the old wooden boxes, and our shipping department can pack two of them against one of the old kind."

Manufacturers, wholesalers and shippers in every line of business are adopting the T. and N. Corrugated Boxes for the packing of all kinds of goods, glassware, bottles, etc.

The Thompson & Norris Co. of Canada
Limited
Niagara Falls, Canada
Give further particulars
Name ....
Address ....
C.G. ....

The Thompson & Norris Co. *of* Canada, Limited

NIAGARA FALLS, CANADA

Brooklyn, N.Y. Boston, Mass. Brookville, Ind. London, Eng. Julich, Germany

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BAKING POWDER

on the market for over 50 years. Only best quality ingredients used—contains no alum.

If you want your customers to come back and send their friends, give Cook's Friend all the prominence you can.

Ask Your Wholesaler

W. D. McLaren, Limited, Montreal

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Having made a special study of selecting and blending teas to suit the majority, we can offer you the following leaders. They delight the most fastidious:

Japan Teas

In 30 and 40 lb. Boxes—in 80 and 90 lb. half chest.

We specially recommend:
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Declaration of Principles

By the Business Press of America

THE Federation of Trade Press Associations in the United States in Eighth Annual Convention assembled at the Hotel Astor, New York, September the 19th, 1913, made the following Declaration of Principles:

1. We believe the basic principle on which every trade paper should build is SERVICE—service to readers and service to advertisers, in a way to promote the welfare of the general public.
2. We believe in TRUTH as applied to the editorial, news and advertising columns.
3. We believe in the utmost frankness regarding circulation.
4. We believe the highest efficiency of the Business Press of America can be secured through CIRCULATIONS OF QUALITY rather than of Quantity—that character, and not mere numbers, should be the criterion by which the value of a publication should be judged.
5. We believe in CO-OPERATION with all those movements in the advertising, printing, publishing and merchandising fields which make for business and social betterment.
6. We believe that the best interests of manufacturers, the Business Press and consumers can be advanced through a greater interchange of facts regarding merchandise and merchandising and to this end invite co-operation by manufacturers and consumers.
7. We believe that the logical medium to carry the message of the manufacturer directly to the distributor and the user is the Business Press.
8. We believe that while many advertising campaigns may profitably employ newspapers, magazines, outdoor display, etc., no well rounded campaign seeking to interest the consumer or user is complete without the Business Press.
9. We believe in co-operating with all interests which are engaged in creative advertising work.
10. We believe that business papers can best serve their trades, industries or professions by being leaders of thought; by keeping their editorial columns independent of the counting room, unbiased and unafraid; by keeping their news columns free from paid reading notices and puffery of all kinds; by refusing to print any advertisement which is mis-leading or which does not measure up to the highest standards of business integrity.

• • • • • • • • • • • • • • •

These principles, lofty though they may seem, have constituted our platform for years. We preach them and try to practice them.

And you will find, as many successful manufacturers have found, that consistent and persistent advertising in a journal that is run according to the above principles cannot be anything but an unqualified success.

Rate Card and full information gladly furnished.

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada

Publication Offce: 143 University Avenue, TORONTO

THE NAME "FAIRBANK" MEANS SOAP SURETY

FAIRY SOAP

When we tell you that you can depend on FAIRY SOAP as a lively steady seller, sure to satisfy your customers, it's because we know positively that the white, sweet, floating oval cake is the BEST soap a nickel ever bought, and because YOUR CUSTOMERS know it.

We've advertised FAIRY SOAP so extensively that the slogan "Have you a little 'Fairy' in your home?" stands for the "BEST SOAP I CAN BUY" in the minds of women everywhere.

Be sure FAIRY SOAP is prominently displayed—it sells on sight.

"HAVE YOU A LITTLE FAIRY IN YOUR HOME?"

The N. K. Fairbank Company,
LIMITED, - - MONTREAL

Sanitary Cans

"The Can of Quality"

Tomatoes, Peaches, Pears, Plums, Apples.

Enamel Lined Cans for Strawberries, Raspberries, Beets.

Sanitary Can Co., Ltd.,
NIAGARA FALLS, ONT.

Five Roses Flour

Not Bleached **Not Blended**

The Five Roses Cook Book Brought This One—

Ask for your copy of The Five Roses Cook Book

PACKED to suit all requirements in bags of 7, 14, 24, 49 and 98 pounds; also barrels of 98 and 196 pounds.

IN WRITING us for a copy of the FIVE ROSES Cook Book, Mr. O. Blaney, of Riceville, Co. Prescott, Ont., has this to say:

"I have been selling FIVE ROSES, also Household, Harvest Queen, Rosebud, etc., etc.—FIVE ROSES was the most called for."

Unsolicited, straight from the shoulder, in plain King's English, Mr. Blaney points out the certain road to steady sales, steady profits, satisfaction to buyer and seller.

He tells YOU what we already know—that FIVE ROSES is the best sold flour in Canada to-day.

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Ask your jobber or write nearest office.

LAKE OF THE WOODS MILLING CO., LIMITED

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Keewatin Winnipeg Vancouver

"The House of Character" *Capacity 11,500 bbls.*

THIS IS THE 1,351st ISSUE OF

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII. PUBLICATION OFFICE: TORONTO, OCTOBER 31, 1913 No. 44

The Barr Account Register has proven "The Better Way" in Business

THE BARR ACCOUNT REGISTER—the latest and best.

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- THE NIGHT WORK
- THE WORRY
- THE LOSSES

INCREASE
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- YOUR SATISFIED CUSTOMERS
- YOUR LEISURE TIME
- YOUR STORE EFFICIENCY
- YOUR NET PROFITS

The Barr Register will do this for you

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The Barr Register is a bona fide Canadian invention fully protected by valid patents. There is not and never has been any legal proceedings against above patents, notwithstanding all competitors' talk to the contrary.

We make this announcement as we understand that some merchants have been imposed upon and induced to buy other account registers through such talk.

Signed, BARR REGISTERS, LIMITED.

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LIMITED
TRENTON ONTARIO

Makers of Jams **to H.M. King George V.**

By Appointment

Chivers' Jams

and Marmalades

Famous the world over for Purity, Quality and Flavour.

Made at the famous Orchard Factory in silver lined pans under ideal hygienic conditions.

Fresh Fruit and Refined Sugar Only. No Preservatives. No Artificial Colouring.

Put up in glass jars, tins, and pails.

Grocers everywhere report increasing sales.

Stock Chivers' Orchard Factory Jams and get the cream of the trade.

Now is the time to buy.

For samples and quotations apply to the agents:

THE W. H. MALKIN CO., LIMITED
57 Water St.
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(British Columbia and Alberta)

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(Canada and Newfoundland)

To Maintain and Increase Permanent Trade!

You must handle only articles of known worth—the tried and tested kind—articles whose intrinsic merit has raised them far above the commonplace.

We know of no safer or surer way than to handle "Le Calice" Castile Soap—antiseptic, sanitary, pure, containing no animal fat, is pure as oil and skill can make it.

"Le Calice" Castile Soap

is the soap for a sensitive complexion or delicate lingerie, and therefore must be produced with skill, experience and honesty, linked with purity. The soap must be clean to wash clean.

11 GOLD MEDALS 11

Arthur P. Tippet & Co.
AGENTS
Montreal, Que.

E.D.S. Jams *and* Jellies

stand out in your store as strong as this trade mark does in this ad.

E

D S

When you put up a display of E.D.S. products, you not only have a distinctive display, but you add to your store that tone of refinement which is ever present with pure and high quality goods. Moreover, a display of E.D.S. Products will make many sales for you at a good profit.

E.D.S. *Purity* is backed by the report of the Government inspector—see bulletin No. 244.

Made only by

E. D. SMITH & SON
LIMITED
WINONA, ONTARIO

AGENTS:—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

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THE FASTEST SELLING SPECIALTY IN THE GROCERY BUSINESS

OXO
CUBE
MADE SOLELY BY LEMCO & OXO LONDON, ENG.

OXO CUBES are selling by the *millions*. Their success is enormous. They have proved their value to the consumer—and their money-making powers to the dealer. The constant OXO advertising—in newspapers and magazines—has taught the women of Canada the possibilities of these marvellous inventions. To-day, the grocers are reaping the benefits, in the enormously increasing sales of OXO CUBES. Don't confine your buying to the 10c and 25c tins. Stock the 50 and 100 cube tins as well. Hundreds buy these larger sizes and use OXO CUBES regularly for

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Write for terms of special offer on Oxo cubes.

Corneille David & Co.

Toronto, Montreal, Winnipeg & St. John, N.B.

OXO CUBES

L&B

The jams that are as pure as fresh ripe fruit, pure apple jelly and best granulated sugar can make them.

Every pail and jar of L. & B. Banner Brand Jams and Jellies bears a label telling the true contents. Banner Brand is the original pure fruit and apple jelly jam. Its deliciousness appeals to the masses.

Put up in 2, 5, 7 lb. gold lacquered tin pails, 30 lb. wood pails and 12 oz. glass jars.

Order your supply now. New season's fruits are ready.

LINDNERS LIMITED

340 Dufferin St., TORONTO

Phone Parkdale 2985

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EAGLE BRAND
Trade Mark of Borden Milk Company Limited
GAIL BORDEN
EAGLE BRAND
by which their Preserved Milk will hereafter be designated and for additional protection against imposition each Label will bear the signature.
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.

The richest full cream milk from Canada's best dairies is used for the Borden Milk Products.

Since first introduced the Borden Milk Products have had their own distinct following. This following is continually on the increase, and the dealer who couples his selling powers with these goods and our advertising campaigns makes for himself a large clientele of satisfied customers and adds prestige to his business.

Borden Milk Co., Limited

"Leaders of quality"

MONTREAL

Branch office: No. 2 Arcade Building
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THE NEW HOME OF

PERRIN'S BISCUITS

LONDON **CANADA**

The Raisin that is Different—

GRIFFIN'S SEEDLESS

In The Blue Package

—The Kind that Never Had a Seed

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MASON & HICKEY, Winnipeg

Branches: REGINA, SASKATOON, CALGARY and EDMONTON

SYMINGTON'S SOUPS

are just ideal where nourishment and warmth and ease of preparation are valued.

Contents of one packet make a quart of rich, nourishing soup, a plateful of which, with bread, offers a delicious, sustaining meal

There are eleven varieties—each distinctive, each delightful

Mulligatawny, Scotch Broth, White Vegetable, Lentil, Pea, Tomato, Ox Tail, Green Pea, Celery, Onion, Mock Turtle

Agents:

F. E. ROBSON & CO.
25 Front St. E.
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GIPSY StoveGloss

produces an instant, intensely black and lasting polish, on either hot or cold stoves. No hard labour; no tired arms; just a quick rub produces a brilliant shine. That is the secret of the popularity of GIPSY, and why your customers will thank you for recommending it.

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For British Columbia and Yukon:
CREEDEN & AVERY, 118 Homer Arcade, Vancouver, B.C.
ASK YOUR JOBBER!

Tartan BRAND

THE SIGN OF PURITY

"TARTAN Salmon is the highest grade of fish packed. If you want a real trade winner, book up with our travelers for Fall delivery at the lowest price issued in many years.

TARTAN Brand Fruit and Vegetables as far as packed are the finest we ever opened.

Our travelers have full particulars of all fall goods, Mediterranean Fruits, etc.

TARTAN Brand Spices, Extracts, Jelly Powder manufactured by us of highest quality. Full assortment of Wagstaffe's Jam and Imperial Golden and Silver Grain Vinegar.

When in a hurry for goods, 'phone us and experiment with us. We are the original "quick shippers."

BALFOUR, SMYE & CO., Wholesale and Manufacturing Grocers **HAMILTON**

OLD CALABAR

DOG AND PUPPY BISCUITS

Agent—KENNETH H. MUNRO, Montreal

RICE'S SALT

THE TABLE SALT ABOVE THE AVERAGE

Give your customers the best salt—Rice's, and you will coin their trade for other profitable goods. Rice's salt is the finest quality—Table and Dairy Salt produced. Purity is the key note.

We ship promptly. Get our prices.

THE NORTH AMERICAN CHEMICAL CO., Ltd.

CLINTON & GODERICH, ONTARIO

Purveyors to H. M. the late King Edward VII. By appointment to His Majesty King George V.

Good taste

The good taste of your customers stops at Brand's A. 1. Sauce—it is the acme of perfection. A. 1. adds zest to the plainest fare; it brings out the best in fish, meat or fowl.

Grocers the country over are stocking this sure seller and profit-getter. Better send in your order now, for the Fall and holiday season means big sale in Sauces.

Brand & Co., Limited

Mayfair, - - London, Eng.

NEWTON A. HILL, 25 Front St. East TORONTO
H. HUBBARD, 27 Common St., MONTREAL
McLEOD & CLARKSON, VANCOUVER

The high cost of meat and the low cost of "Simcoe" Baked Beans

The high prices on meat and the high cost of living in general makes people judicious in their buying. Many are substituting **"Simcoe" Baked Beans** in place of meat—each tin contains as much nutriment as a pound of beef steak.

Being carefully prepared by the most scientific process, **"Simcoe" Baked Beans** have a rich, nutty flavor which is unsurpassed by even the best home-baked.

Put up both Plain and with Chili and Tomato Sauces. It is up to you to supply your patrons. Have a good stock of "Simcoe" Brand on hand.

Dominion Canners, Ltd.

HAMILTON, ONT.

NO EXPENSE BETWEEN DRINKS

Instantaneous Electric Water-Heater.

A money-maker for Small Stores, Restaurants, Lunch Counters or Hotels, where drinks are dispensed.

Can be attached to any electric light socket.

Much cheaper to operate than old style urns.

Water boils in 45 seconds.

Capacity 3 quarts.

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Toronto **Edmonton**

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LINCOLN, ENGLAND

PURE GELATINES

Stocks:-Toronto, Montreal, New York.

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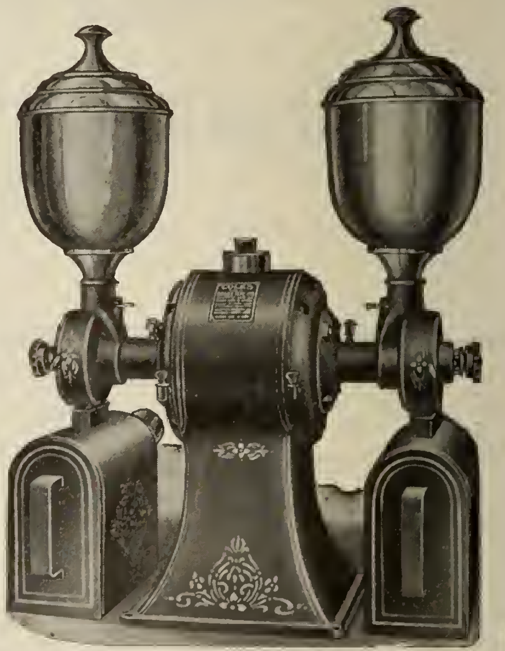
FINEGAN & ELLIS
506 Board of Trade Bldg.
TORONTO

More Than Ever in a Class by Itself

One of our 12 new models. Wouldn't it be a good idea then to look into the Coles? It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



COLES MANUFACTURING CO.
1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

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QUALITY BRAND QUALITY

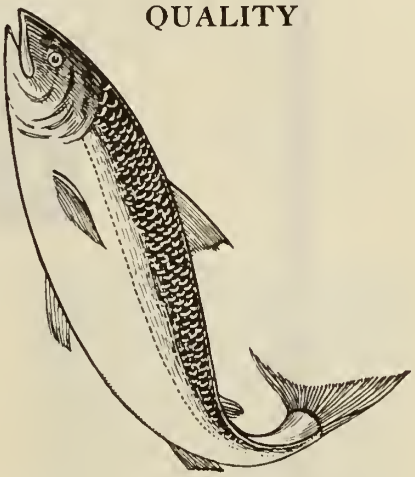
SALMON

QUALITY—NOT PRICE THAT SELLS

IT IS IMPORTANT THAT
RETAIL GROCERS
SHOULD STOCK

"SOVEREIGN" SALMON

Thereby assuring a strong and healthy competition among first class standard brands.



Anglo B.C. Packing Co., Ltd., Vancouver, B.C.

"FINEST GRADE OF SOCKEYE SALMON."

We Serve The Entire West With Wholesale Groceries

Our warehouses, located in the six strategic points throughout the West, render prompt service possible. Your orders go out immediately they are received.

Manufacturing the Royal Shield brand of goods we assure you superior quality in baking powder, coffees, teas, extracts, etc. The Royal Shield Brand stands for excellence. We must keep the standard up.

All those dealing with us get the best goods, at the best price—and they get the service.

Campbell, Bros. & Wilson, Ltd.
Established 1882
WINNIPEG

Campbell, Wilson & Horne, Ltd.
CALGARY, EDMONTON & LETHBRIDGE

Campbell, Wilson & Strathdee, Ltd.
REGINA

Campbell, Wilson & Adams
SASKATOON

Wholesale Grocers and Importers

(Manufacturers of Royal Shield Goods.)

BOVRIL

makes
rich
red
blood

*a firm step
and strong
muscles*

The wonderful body-building power of **Bovril** is a fact scientifically established by the remarkable experiments made by one of the leading physiologists in England, and recently reported to the British Medical Association. Since the announcement of these tests of **Bovril** upon human subjects, showing the body-building power of **Bovril** to be from ten to twenty times the quantity taken, the sale of **Bovril** has increased enormously throughout the world. It will pay you to handle **Bovril** and **Bovril Cordial.** Recommend the eight ounce and sixteen ounce bottles to your patrons as the most economical sizes.

Bovril Limited
25-27 St. Peter St.
MONTREAL

IS THERE MONEY IN IT? AND HOW MUCH?

Two very important questions for you to ask yourself, Mr. Grocer, when giving your order.

**There is
MORE
MONEY
in**

CLARK'S PORK and BEANS

than in any other brand you handle

BECAUSE

They are absolutely the highest quality.
They give satisfaction to your customers.
They are extensively advertised.
They sell without effort.

THEY HAVE THE REPUTATION

W. CLARK, Montreal

MODERN GROCERY EQUIPMENT

Adds an air of distinction to your store —and

ATTRACTS TRADE.

The "Walker Bin" System

will save 25% of your floor space and also of your expense for skilled salesmen.

Is this worth your consideration?

We manufacture the best in show cases and refrigerator counters.

Write now for illustrated catalogue and estimates.

Walker Bin & Store Fixture Co.,
LIMITED
Berlin, Ontario

REPRESENTATIVES:
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Southern Sask. and Alta.: J. N. Smith, Box 695, Regina, Sask.
Vancouver: Western Plate Glass Co., 318 Water St.
Montreal: W. S. Silcock, 33 St. Nicholas Street.
Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.B.

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, New York

When writing advertisers kindly mention having seen the advertisement in this paper. : : : :

"Rideau Hall" Coffee

Old coffee drinkers will soon tell you that "Rideau Hall" coffee is the finest they have ever tasted. Send for trial order and get some of your coffee-drinking friends to pass judgment on it. It is the result of long experience in coffee blending—it is the coffee triumph of an expert.

Comes in one-pound and 25c tins.

Gorman, Eckert & Co., Limited
LONDON, ONTARIO
Western Selling Agents, Mason & Hickey, Winnipeg

BUY
"Redona" and "Matador"
SHELLED

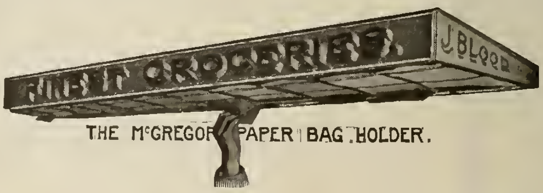
ALMONDS

The most popular amongst the Grocery and Confectionery Trades

COSMELLI & COMPANY

Packers and Shippers of the well-known Red "C" and Red "B" Fruit Pulps.

Monument Buildings, London, England


FINEST GROCERIES
J. BLOOD
THE McGREGOR PAPER BAG HOLDER.

HOLDS EVERY SIZE BAG FROM ¼ TO 10 LBS.

hangs right above the counter ready for use. Saves time, space and waste in bags. No hole punching or any extra trouble whatsoever, simply lay the bags in their respective compartments. Quicker service a certainty. No up-to-date store should be without one.

Selling Agents for Canada:
KILGOUR BROS.
21-3 Wellington St. W., Toronto

O. P. McGREGOR
Patentee and Manufacturer
411 Spadina Ave., Toronto

TEA SPECIAL!!

TEAS.—The market in teas show an advance, and market firm. We managed to pick up a few lines at a price considerably less than they are actually worth, and intend giving our friends the benefit of our purchase. We offer:—

CEYLON GREEN YOUNG HYSON. — This is good style and draw and well worth 3 cents per lb. more than we ask. 60 lb. boxes .... .20

JAPAN.—We have secured a few hundred boxes of this line below its actual market value to-day, and while it lasts you may have it at appended price. This line is good style and good in the cup.

JAPAN SPECIAL No. 1. 80 lb. boxes .... .16

We have also secured a special line of a good drawing and good style Japan which we offer:

JAPAN SPECIAL No. 2 80 lb. boxes .... .20

Fenwick, Hendry & CO.

Importers and Manufacturing Wholesale Grocers

KINGSTON, ONTARIO, CANADA

'CAMP' COFFEE

Stands on its

It Appeals to the Public

because of its exquisite flavour and the ease and swiftness with which it can be perfectly prepared.

R. Paterson & Sons Coffee Specialists Glasgow

It should appeal to you

because it is the most popular of all coffee essences; because it means quick sales, big sales, and good profits.

Ask your Wholesale House

MERITS

Purity is first in Purnell's

Malt **Vinegar**

The best known brand in the Dominion.

Purnell & Panter Limited

BRISTOL, ENGLAND

RED RIDING HOOD BRAND

5 lb. SLIP TOP CAN

5 lb. SLIP TOP CAN

Samples and Prices from

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta—W. H. Dunn, 396 St. Paul Street, Montreal.
Toronto—Lind Brokerage Co., 47 Wellington St. E.
Ottawa—E. M. Lerner & Sons, 11 York Street.
British Columbia and Yukon—Kirkland & Rose, 312 Water Street, Vancouver.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Brantford Cold Storage Co.
LIMITED
Wholesale Produce Merchants
If you are in need of
HONEY
In any quantity write us for quotations
BRANTFORD, ONT.

Headquarters for White Beans and Evaporated Apples.

W. H. MILLMAN & SONS
Wholesale Grocery Brokers
Toronto, Ont.

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents
and Importers
77 York St. - Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Morrow and Company
39 Front St. E., Toronto
Cereals
We buy and sell rolled oats, oatmeal, rolled wheat, pot and pearl barley, split peas, cornmeal, white beans, wheat breakfast foods, buckwheat, Graham and whole wheat flours, English and Canadian boiling peas.

The
Condensed Ad.
page
will interest you

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
LTD.
Wholesale Grocery Brokers & Manufacturers' Agents.
WINNIPEG
We solicit accounts of large and progressive manufacturers wanting live representatives.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
Saskatoon - Western Canada

Eastern Manufacturers Limited
Manufacturers' Agents,
Saskatoon, Saskatchewan.
Cover Northern Saskatchewan completely. The jobbing trade in Saskatoon, Yorkton, North Battleford and Prince Albert is visited daily. We want to represent you in this large and growing territory.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER and MANUFACTURERS' AGENT.
Trade Established, 15 Years
Domestic & Foreign Agencies Solicited

When writing advertisers, kindly mention having seen the ad. in this paper.

W. H. Escott Co., Ltd.
Wholesale
Grocery Brokers
181-183 Bannatyne Ave.
Winnipeg, Canada
Branches Covering
All the Wholesale Centres in the West

WESTERN PROVINCES—Continued.

NORTH-WEST SPECIALTY CO.
Manufacturers' Agents
Cover Saskatchewan completely. All large centres visited monthly. Open for agencies for all kinds of Store Fixtures and Specialties. Warehousing facilities.
Suite 109, Willoughby-Summer Block,
Saskatoon, Saskatchewan.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN.
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H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

RUTTAN & CHIPMAN
WHOLESALE GROCERY BROKERS
and
MANUFACTURERS' AGENTS
Fort Garry Court, Main Street.
Winnipeg - Canada

SIMPSON PRODUCE CO. Winnipeg Man.
Will be pleased to discuss with agents or manufacturers of Bakers', Butchers' or Grocers' specialties, the introduction of their lines to the Prairie Provinces—we go direct to the trade or through the Jobbers.
Dealers in High Class Produce and Provisions.
Simpson Produce Co. 248-252 Princess St.
Winnipeg, Man.

LEADLAY LIMITED
332 Bannatyne Ave.,
Winnipeg, Man
Grocery Brokers & Importers
"Foster-Clarkes Cream Custard."

Manufacturers' Agents and Brokers' Directory

(Continued.)

BRITISH COLUMBIA.

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
852-6 Cambie St., Vancouver, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

O'Loane, Kiely & Co., Ltd.
WHOLESALE GROCERY BROKERS
CANNED GOODS, DRIED FRUITS, ETC.
CANNED SALMON A SPECIALTY
We cover British Columbia and Alberta
Head Office - - Vancouver, B.C.
Reference : The Bank of Montreal.

The CAMPBELL BROKERAGE CO.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street . Vancouver B. C.

WORLD RENOWNED

BRAND STUHR.

STUHR'S
GENUINE CAVIARE,
ANCHOVIES IN BRINE
(Salted Sardels).
In Tins and Glasses.
"Please ask for our offer"
C. F. STUHR & CO., HAMBURG.

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'
KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.
Wellington Mills, London, England

NEWFOUNDLAND.

The CHAMBERLAIN-DOWNEY Company, Limited.
Wholesale Jobbers & Manufacturers' Agents.
Grocery, Confectionery and Tobacco Specialties.
Correspondence solicited on Domestic and Foreign Lines.
TRACKAGE AND WAREHOUSE.
1214 Homer Street, Vancouver, B. C.

E. O. CORNISH
COMMISSION AGENT
Canned Goods a Specialty
821 Pender St. W., Vancouver, B.C.

McCANN & LANGFORD
Winch Building Victoria, B.C.
Manufacturers' Agents and Commission Brokers.
We can give special attention to a few good agencies. Anything we handle we push
References: Bradstreets, Royal Bank, Union Bank.

T. A. MACNAB & CO.
ST. JOHN'S NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references.
Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

When writing advertisers kindly mention having seen the ad. in this paper.

OUR GUARANTEE
If this polish damages your customer's piano, we'll pay for the piano. That's why live Grocers everywhere stock it. It sells, repeats, and brings new faces to a store.

Prestolene
(TRADE MARK)

THE PERFECT POLISH FOR
PIANOS, FURNITURE
AND ALL GLOSSED SURFACES

The International Specialty Co.
The PRESTOLENE People, Bridgeburg, Ont.

Order from your jobber, or The Harry Horne Co., 309 King W., Toronto. Leadlay, Limited, Bannatyne Ave., Winnipeg, Man.
Every package carries above guarantee in detail. Our travellers carry unique propositions.

Every Mertchant who handles—

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia.
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—
Name ....
With (Name of firm) ....
Street ....
City or town ....Prov..........

Furuya & Nishimura

are of opinion that any competent judge of Tea will admit that only in

JAPAN TEA

do you get purity and rich mellowness.

JOHN DIAMOND

458 NORTH THIRD STREET, PHILADELPHIA, U.S.A.

MANUFACTURER OF

Shoe Blackings
Shoe Dressings
Laundry Blues
American Stick Blue
Stove Polishes
Inks, Mucilage and "Ink-Out"
Pure Petrolatum Pomades
Electric Paste Stove Polish

FOR SALE BY ALL FIRST CLASS JOBBERS IN CANADA

He hands his customers Century Salt because

it is pure and best fills their requirements for both table and dairy. Moreover, Century Table Salt pays him a good profit. Put up in small cotton and large 50-lb. duck bags.

THE DOMINION SALT CO., LIMITED
SARNIA, ONT.

The always reliable in results-"COW BRAND"

No other soda on the market is so well known by the good housewife as is "Cow Brand." It is famous for its absolutely sure results, its strength, its purity. Recommend it to all.

Stock up, Your jobber has it.

CHURCH & DWIGHT
Manufacturers LIMITED
MONTREAL

St. Lawrence

Granulated

the Canadian Standard of Quality. 100% Pure Cane Sugar.

The final estimate of the present Cuban crop for 1912-1913 is 2,428,537 tons, being over 500,000 tons larger than the preceding year. On the other hand, the last estimate of the European beet crop for this season is about 500,000 tons less than last year.

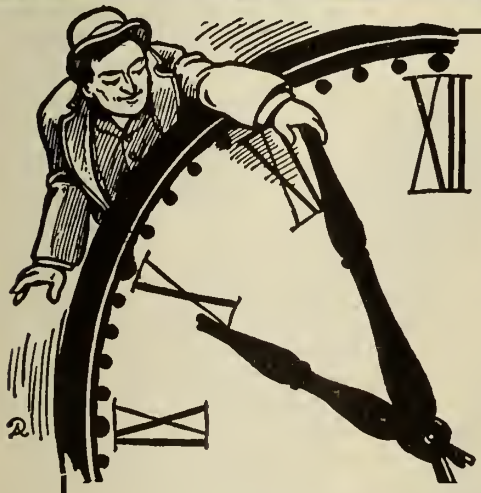
SYMINGTON'S COFFEE ESSENCE

is the standard of quality and excellence. There is no other Coffee Essence to equal it. Made by the most expert coffee-cooks who devote their whole time and attention to the manufacture of Coffee Essence. The demand—fostered by continuous up-to-date advertising—is constant, and discriminating housewives everywhere insist upon having the premier brand.

GET FULL PARTICULARS, SHOWCARDS AND PRICES TO-DAY.

Thos. Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver—Messrs. Shallcross, Macaulay & Co.



Say! Don't Trifle With Time Any Longer

Get That Free Book
and
Five Unique Store Signs

FISH IS A PROFITABLE LINE

ESPECIALLY WHEN YOU HANDLE

OCEAN BRAND Haddies, Kippers, Bloaters, Fillets
CANADA BRAND Boneless Cod

They are the choicest procurable, simply because they are prepared for you by men who have been brought up in the business.

Write To-day For Book.

North Atlantic Fisheries, Limited, Montreal

"IF"

that little word "if"—

If those grocers in Canada who from time to time have been F-I-N-E-D for selling adulterated spices had stocked **PURE GOLD** products they would have been spared the ignomy of facing the magistrate.

If you are stocking **PURE GOLD** products you can face both **customer** and **inspector,** and with the knowledge that you are selling only the purest products.

How can you afford to jeopardize your prestige—your standing in the community and your reputation by selling products about which you are not **absolutely sure?**

Stock Pure Gold and **be sure.**

**Pure Gold
Manufacturing Co.**
TORONTO

A 10c. Line!

SWISS DAIRY
BRAND
CONDENSED MILK
(SWEETENED)

MANUFACTURED IN IRELAND
QUALITY GUARANTEED

ONTARIO PRICE: AND QUEBEC

4 Dozen 16-oz. tins to the case

$3.85

Freight allowed on 5-case lots up to 40c. cwt. —3rd class.

Write for Special Price on Car Lots.

KIRKWOOD & SONS, Toronto
176 DUPONT ST.

Cold dry air circulation

IN this advertisement we will explain to you the necessity of cold dry air circulation in refrigerators.

Cold air alone will not keep perishables in their best state; it must be dry and circulating, a damp, musty refrigerator is dangerous. Cold, stagnant air takes the freshness out of the produce and it will deteriorate more quickly when taken from the cold atmosphere. The **Eureka** scientific method of producing a uniform pure, dry, circulating air, carries off impurities and keeps foodstuffs in the highest state of preservation, and at the same time uses the smallest amount of ice.

Catalog and prices sent on request.

Eureka Refrigerator Co.,
Limited
54 Noble Street TORONTO

Montreal Representative
JAMES RUTLEDGE, Tel. St. Louis 3076

Distributing Agents, Walter Woods & Co., Winnipeg

Built any size for Grocers and Butchers use.

PLAIN LOGICAL TALK
to clear headed business men

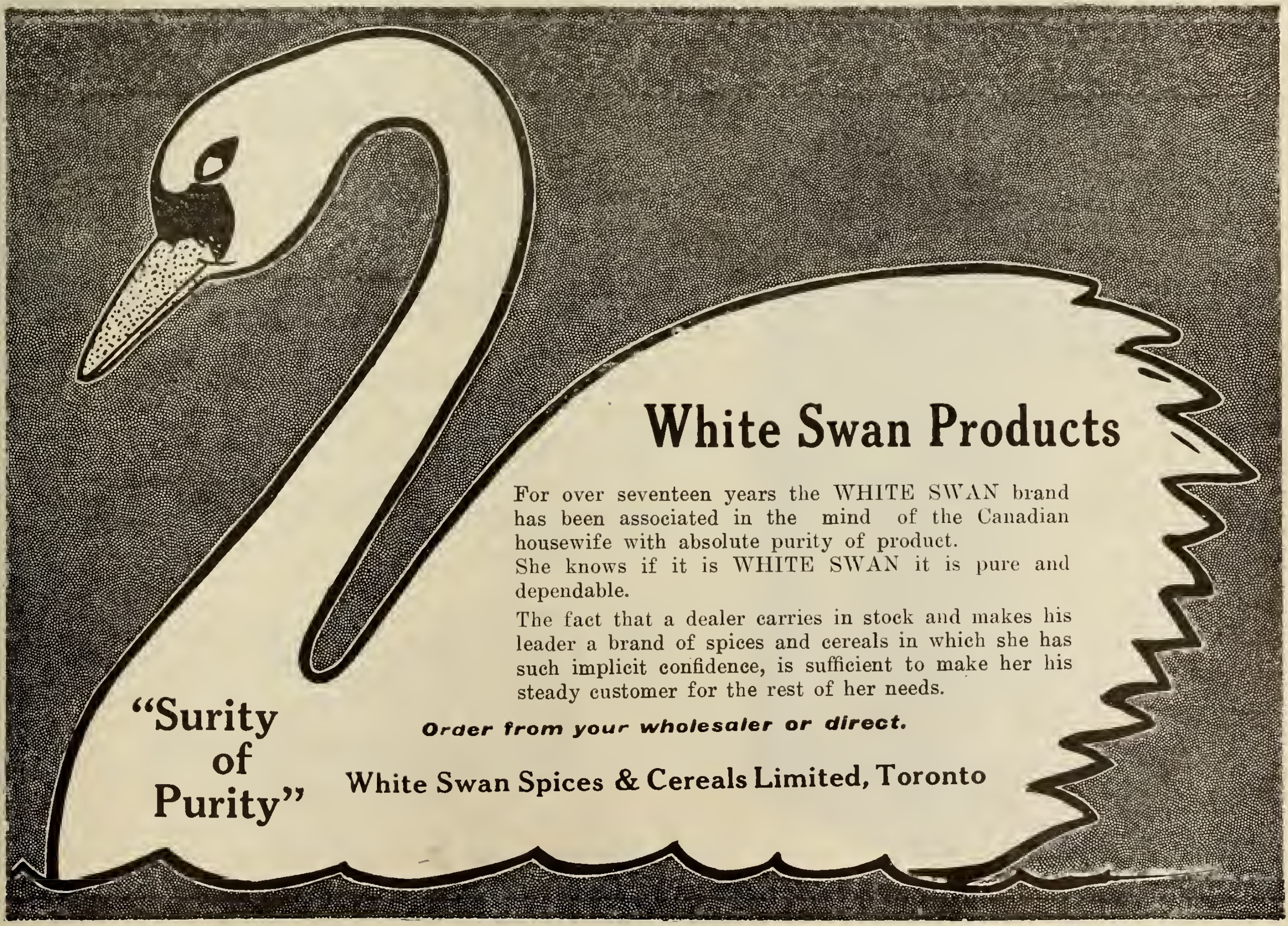
¶ The One Great Dominating Influence.

¶ The One Appeal to the Dealer and to the Public.

¶ The One Test the world recognizes as the Standard of Value in Tea is the—**"Cup Draw"**

"SALADA" has firmly stood this test for nearly a quarter of a century, every year of which has shown an enormously increasing demand, until to-day it is easily the **Leader of all Teas.** This result has been attained solely from the fact that the Trade and the Public are being better served than ever before in the history of the trade.

BLACK, MIXED OR NATURAL GREEN | Preserved and sold only in Sealed Lead Packets. Samples and wholesale terms on enquiry. Address "SALADA," Toronto or Montreal.



White Swan Products

For over seventeen years the WHITE SWAN brand has been associated in the mind of the Canadian housewife with absolute purity of product.
She knows if it is WHITE SWAN it is pure and dependable.

The fact that a dealer carries in stock and makes his leader a brand of spices and cereals in which she has such implicit confidence, is sufficient to make her his steady customer for the rest of her needs.

Order from your wholesaler or direct.

White Swan Spices & Cereals Limited, Toronto

The Food for Young and Old

NUTRITIOUS AND HEALTHFUL

Robinson's "Patent" Barley

is especially good for children up to the age of nine months. It is prepared from the finest fully matured barley.

Robinson's "Patent" Groats

a specially prepared food made from the best oats is a great favorite with the older folk and is for children over the age of nine months. These two foods are well known and used extensively by the better trade.

Stock up to-day on Robinson's "Patent" Barley and "Patent" Groats

MAGOR, SON & CO., Limited

403 St. Paul Street, MONTREAL **30 Church Street, TORONTO**

AGENTS FOR THE DOMINION OF CANADA

Successful Sales

are those which are backed up with the right goods.

Crown Brand Corn Syrup

once sold to a Customer means **repeat orders.** You can particularly recommend CROWN BRAND to those of your customers who have growing boys and girls. Have you enough "CROWN BRAND" on your shelves?

THE CANADA STARCH CO. LIMITED

MANUFACTURERS OF THE

EDWARDSBURG BRANDS

Cardinal and Brantford

Montreal, Toronto, Calgary, Vancouver

Western Grocer Opens Discussion on Vanilla

Relates Conversation with Traveling Salesman as to Quality of Vanilla Extract—Difference Between True Vanilla and Vanillin Explained—Comparison of Analysis—Keeping Out of Trouble With the Law.

Every reader of Canadian Grocer will find food for thought in the accompanying letter from the Lethbridge dealer. To understand the difference between "Vanillin" and true "Vanilla" one must go back a few years and study a little history.

The use of vanilla for flavoring dates back to time immemorial in America although Europeans made its acquaintance early in the sixteenth century. When Cortez came to Mexico in 1519 he found vanilla in general use as a flavoring for chocolate. The bean was ground to a fine powder and mixed in with the other materials much as pepper is used to-day. This method has survived to some degree especially in the manufacture of fine chocolates.

Cost Was Great Then.

The cost of the vanilla bean made the use of it in this form very much of a luxury and it was not until some thrifty French housewife discovered a new method that its use became at all general in Europe. She found that a whole vanilla bean boiled with her custard would not only impart a good flavor but that the same time could be used several times before the flavor had entirely evaporated. This method held the field until the middle of last century when alcoholic extracts began to appear. These were so excellent and withal economical that the demand grew rapidly.

Vanilla extract soon had an established place in the commercial world. This popularity drew the attention of eminent chemists who analyzed the bean and determined its chief constituents. They found the principal flavoring and aromatic value came from a white crystalline substance which they named "vanillin," although a solution of vanillin alone did not give an extract which corresponded to an extract of vanilla; in fact it could at best be described as a fairly good imitation.

A "Substitute" Discovered.

About 1895 a German chemist found he could obtain this identical vanillin from oil of cloves at a very small cost. This was put on the market as a substitute for vanilla and as the price was so low it had an enormous sale. It was found, however, it was not entirely satisfactory as a flavoring unless combined with another substance called "coumarine." This is of frequent occurrence in nature, existing in minute quantities in various grasses. The characteristic odor of new mown hay comes from the presence of this salt.

HE KNEW HIS BUSINESS.

Editor Canadian Grover:—Here is one that should be nailed, and it shows what the average grocer is up against.

The other day the representative of a well-known and supposed to be a very reliable extract firm of Ontario called on us as usual (we do not stock their lines) to solicit business and to impress upon me that we are stocking an inferior article to what he sold. He asked this question: "Why do you stock —— goods?" I remarked that in our opinion and by the guarantee of the firm for their goods to be pure, was sufficient reason for us to stock the best; besides confining ourselves to one line as near as possible we have the turnover on the line on which we specialize and consequently get the maximum discounts from the manufacturer in being able to buy the quantity lots.

He then proceeded to show me the Govt. Bulletins of Extracts (No. 245) and pointed out to me where their extracts showed as high as .338 Vanillin against .085 to .089 of the line we stock, coumarin and alcohol being about equal. "See the difference in our favor," he said, and showed me at the same time that his sales have increased by 25% over his last trip, besides having to contend with the increase in price of 20%. We naturally did not place an order, but it shows that he had a new point, and the grocer who did not know otherwise, gave him the attention and likely an order.

His point was to make the unenlightened believe that Vanillin was Vanilla Extract.

I would like to hear through the Grocer of the experience of other grocers on this subject.

LETHBRIDGE, ALTA.,
GROCER.

This combination has had an enormous sale, in fact it has almost entirely supplanted true vanilla in many countries in which pure food laws have not been strict. To do so it has had to masquerade under the name of vanilla, which it resembles as much as chicory resembles coffee. It has made its appeal on cheapness, and when it has been labelled "vanilla" this appeal has been difficult to resist.

Food Law Steps In.

Of late years pure food laws have been passed in the principal civilized countries to combat this abuse. They reserve to the true extract of vanilla its proper name and insist that the vanillin and coumarine mixture be properly labelled "artificial," or "imitation." This had the effect of bringing back the really fine and delicate flavor of the real vanilla to its proper place.

Comparison of Analysis.

Turning to the technical side for a moment it is interesting to compare the analysis of the "true" and "imitation" vanillas. Basing the figures on the Canadian standard of ½ lb. of vanilla beans to the gallon of finished extract we find:

	True Vanilla.	Artificial
Vanillin	.095%	.375%
Alcohol	.42%	.18%
Coumarine	nil	.070%
Resins	present	nil

From this it is seen that the artificial extract contains about four times the amount of vanillin but is entirely lacking in resins, while the amount of alcohol necessary to dissolve the artificial vanillin and coumarine is much less than half the amount required to extract the full flavor of the vanilla bean.

Exercise Great Care.

Every grocer should make it a fixed policy to push the real article. He will find his trade respond and in time he will have an established trade on a high grade line. If he must handle a cheap vanillin compound in addition, he should examine the labels very carefully and make sure they are properly marked. The Canadian law makes the retail grocer responsible for the goods he sells. The wise grocer cannot be too careful.

Show Card As Selling Aid in Christmas Window

Why Properly Written Card Will Convey An Idea to An Onlooker Which Frequently Results in Purchase — Two Attractive 1912 Trims Described—Use of the Wheel Shaped Design—Importance of Getting Good Photograph.

On the opposite page appear two very handsome Christmas windows of C. F. Island, 262 Dundas Street, Toronto, and C. F. Gringer, Eglinton, North Toronto, firm believers in the power of display as a sales producer. The windows they presented last December prove conclusively the existence of their beliefs even if they never expressed them in words.

The trim in the Island store was cleverly executed. It was a well-balanced and particularly attractive design. Note the rings of nuts on the right hand side and the dried fruits on the left—one wheel balancing off the other. This is an idea that any grocer no matter how small the window could work out to advantage. In the front centre the words "A Merry Xmas" were printed in loaf sugar in a bed of raisins. Back of that was a stairway on which were shown bottled goods such as wines and cherries. Bottled cherries is a splendid line for putting color into a display, and color is frequently a prominent factor in attracting the eye.

To the left and right of the steps were shown figs, dates, etc., with holly borders. These were arranged symmetrically with one another in keeping with the plan of the entire window. Hung from an evergreen-covered semi-circular hoop above the display were Christmas stockings, bells, etc., while a smaller hoop was similarly treated.

Attractive Pyramid Design.

In the display shown by C. F. Gringer below, the pyramid style was used. The goods were built up with a wide base to a peak. Along the bottom was a row of dried fruits in square blocks. Small boxes of peel were inlaid on either side and surrounded by more peel in fine excelsior. Above this was a row of boxes of confectionery flanked with cut glass dishes of shelled nuts. Mincemeat in packages, figs in boxes, dates in packages, canned vegetables, prunes, cream custard, etc., are then built up in pyramid form and the whole topped with canned vegetables. Wines and fruit juices, preserved fruits, raisins in packages are other goods shown. This window certainly stands high in the matter of attractiveness and selling power. The decorations used were principally bells and were not in sufficient quantities to detract from the goods themselves. A few price cards are also to be seen.

What the Show Card Does.

It was stated to the writer recently by a window trimmer that grocers generally do not give sufficient attention to show cards. Whether or not anyone believes in the price ticket all believe in the show card. It was an assistant to selling, he maintained, of exceedingly great value. While no one can actually say just what that value was in dollars and cents, it nevertheless was there. A show card, for instance, reading "Fresh Mincemeat for the Christmas Pie." would be of undoubted value on a display of mincemeat. There was an added suggestion to the onlooker not secured from the display itself. In the first place the card showed that the mincemeat was "fresh." Then there was the suggestion that it would be just the thing for the Christmas pie. The woman who turned over both these features in her mind would be more likely to purchase than if the card were not there.

Some window trimmers, however, forget that there is a difference between simply naming the goods and telling something distinctive about them. The one word "mincemeat" on the display would be meaningless because anyone with eyes to see would know that the article was mincemeat. There is no suggestion in it. A woman would not be tempted to buy the article any more than if the card were not there. But with "Fresh Mincemeat for the Christmas Pie" staring her in the face, she gets an idea that very often begins to ferment immediately and before she realizes that the card had anything to do with purchasing, she buys.

A show card or two in the coming Christmas window will help sales. But it must offer a suggestion and it must be informative.

DELICIOUS

READY-MADE

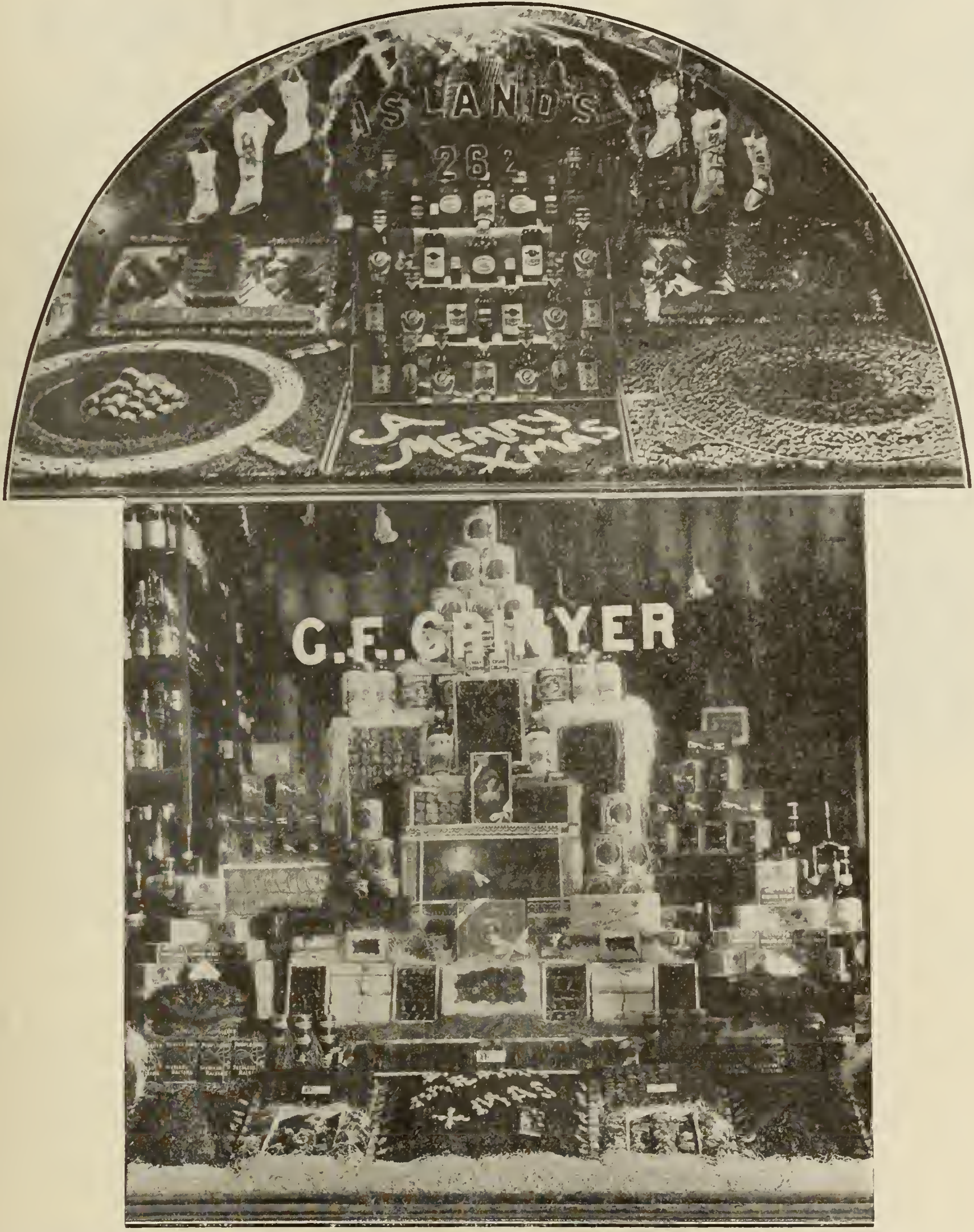
PLUM PUDDING

FRESH MINCEMEAT

FOR THE

CHRISTMAS PIE

Suggestions for the wording of a couple of show cards that could be used to advantage in the Christmas window.



Above picture is of the 1912 Christmas window in the Island Grocery store, 262 Dundas St., Toronto, and the lower one that of C. F. Grinyer, Eglinton, North Toronto. These are two attractive trims from which many good suggestions will be secured. See opposite page.

How Other Grocers Do Things

"CHRISTMAS" APPLES FOR ENGLAND.

ENGLISHMEN!

What are you going to send home for Christmas? What could be more appreciated by your friends and relatives than a box of Ontario's best apples, delivered, all charges prepaid, to any address in Great Britain and Ireland, during Christmas week?

Every apple hand-selected, wrapped in paper, and packed in paper-lined, lace-faced boxes. The Davies guarantee of quality is on the end of every box.

Spies, Snows, Kings. . $3.25 per box.
Other Varieties . . . . . $3.00 per box.

Mail your order now direct to Fruit Dept., The Wm. Davies Co., Limited, Toronto.

This corner in an advertisement of meat and fish indicates a new idea being tried out this year for the first time by The Wm. Davies Co., taking orders for Christmas "gift boxes" of fine Canadian apples. The firm, along with many more, has shipped apples by the barrel, but decided that there would be a demand for smaller packages. Canadian Grocer at first thought of recommending this generally, but on investigation it was found that the freight charges on single packages were almost prohibitory, averaging about $2.85 a case. It can be done profitably only in carload lots, but for those who can secure sufficient orders the plan looks good.

* * *

FORTIFYING AGAINST MISTAKES

A unique idea in looking after orders is carried out in the Chas. L. Philps store, St. John, N.B., Each order is double checked. Mr. Philips used the duplicate system in vogue in many stores, but probably makes more use of the little carbon slips than most dealers.

Each of the clerks in the store has a number. This number is the same as used in a cash register drawer. The clerk when parcelling the order places the slip on which he has itemized it in in one of the parcels. Before doing so, however, he has pencilled his number on it and having counted each article wrapped, places the number of them on one corner of the bill. The driver who receives the order counts the articles again, and if the clerk has counted correctly, he places another check alongside, showing that there is nothing missing. Then the counter-slip or bill is folded in such a manner that the name of the customer is seen on top in the head-line and in this way, address upwards, it is placed in the order, serving a triple purpose, that of address, bill, and precaution against mistake.

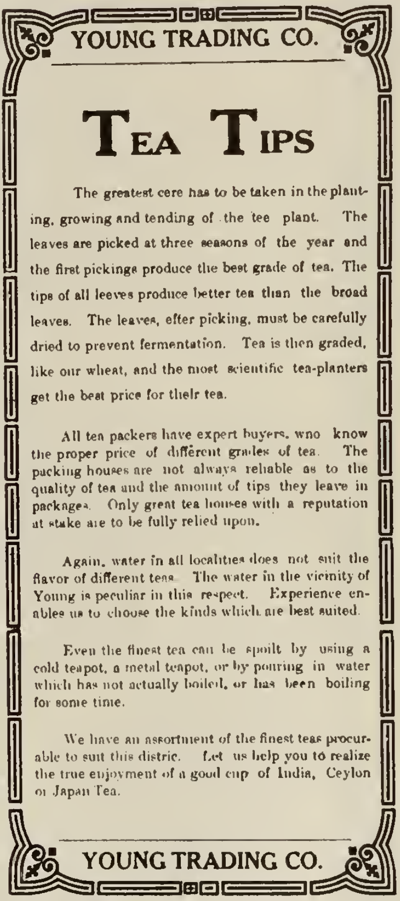
If the order is such that it contains a barrel of flour or something similar a guard is again taken against mistake. For instance, in the basket with the main order where it is certain to be seen, is placed a guide card containing the advice that "a barrel of flour goes with this order," or "an oil-can goes with this," "another box of this," or something of a corresponding nature. The coloring of each card is different so as to still further guard against mistakes.

* * *

A NEAT ADVERTISEMENT.

As neat a looking newspaper advertisement as one would wish to see, recently appeared in the Young, Sask., newspaper for the Young Trading Co. of that town. The ad. is reproduced here. One is first struck with the neatness of it. There are no rules among the type to distract attention and while a fancy border is used it is not "loud" and seems to fit in nicely with the reading matter.

The advertisement itself is of the informative character and the subject of sufficient interest to attract the attention of every housewife. It is, therefore, an advertisement that should be read by a great many. The cut shown herewith has been reduced greatly, the original ad. being 10 x 4½ inches in dimensions.



YOUNG TRADING CO.

TEA TIPS

The greatest care has to be taken in the planting, growing and tending of the tea plant. The leaves are picked at three seasons of the year and the first pickings produce the best grade of tea. The tips of all leaves produce better tea than the broad leaves. The leaves, after picking, must be carefully dried to prevent fermentation. Tea is then graded, like our wheat, and the most scientific tea-planters get the best price for their tea.

All tea packers have expert buyers, who know the proper price of different grades of tea. The packing houses are not always reliable as to the quality of tea and the amount of tips they leave in packages. Only great tea houses with a reputation at stake are to be fully relied upon.

Again, water in all localities does not suit the flavor of different teas. The water in the vicinity of Young is peculiar in this respect. Experience enables us to choose the kinds which are best suited.

Even the finest tea can be spoilt by using a cold teapot, a metal teapot, or by pouring in water which has not actually boiled, or has been boiling for some time.

We have an assortment of the finest teas procurable to suit this distric. Let us help you to realize the true enjoyment of a good cup of India, Ceylon or Japan Tea.

YOUNG TRADING CO.

A newspaper advertisement where attractiveness is a prominent feature.

* * *

THE CIRCULAR COUNTER.

In last week's issue an item appeared referring to a circular counter in the grocery store at 309 King St. West, Toronto. It should have been stated that this store belongs to the King St. Produce Co., and is operated by R. B. Horne, and not Harry Horne as stated.

* * *

Grocers' Letter Box

Editor Canadian Grocer.—May I find out from you the meaning of the word "paprika." A customer asked me this, saying she got it in a cook book, and thinks it must be some kind of spice. May I have the pleasure to hear from you? T. L.

Sturgeon Falls, Ont.

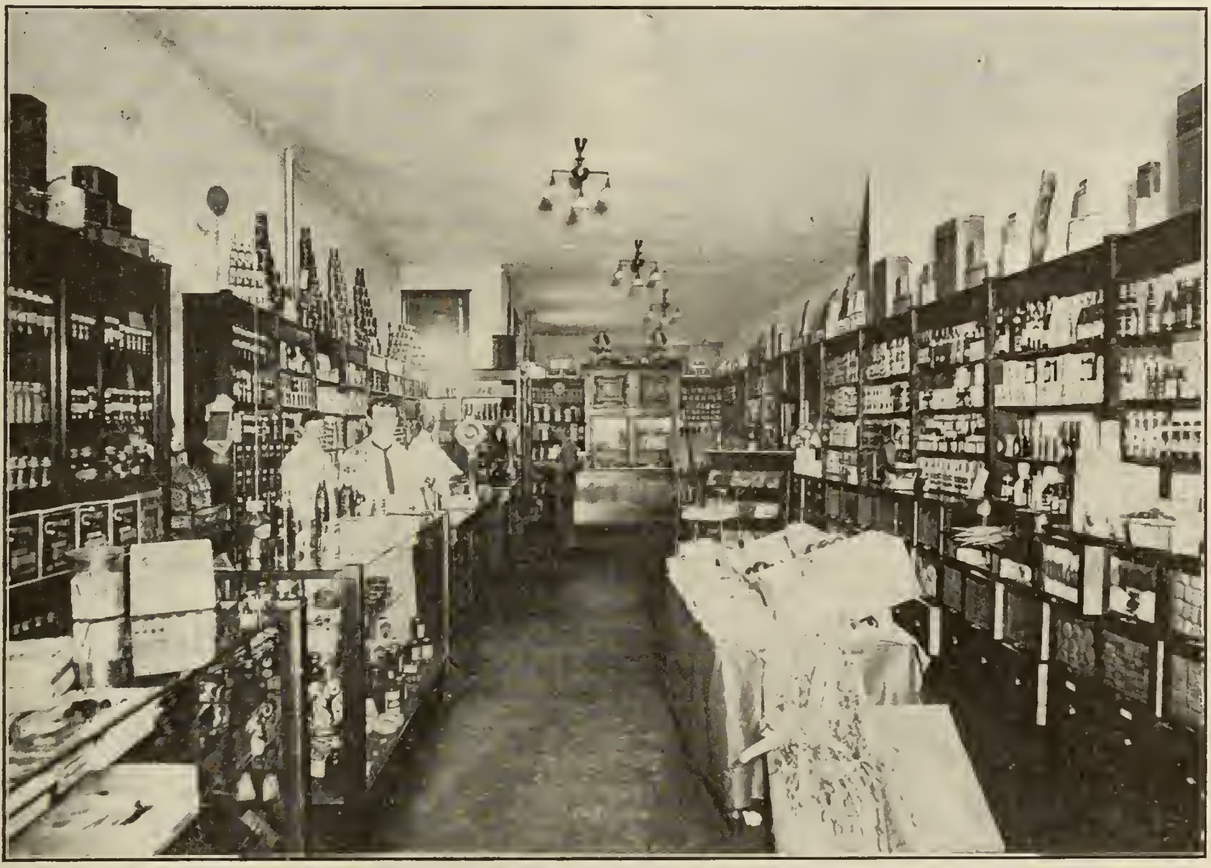
P.S.—We had great pleasure in studying last week's Canadian Grocer (Fall number), all hands, clerks, etc., reading it up with much interest.—T. L.

Editorial Note.—"Paprika" is Hungarian sweet pepper ground in olive oil. It is used as a flavoring for salads, Welsh rarebit, etc.

Inevitable Result of Quality and Good Service

The Hub Around Which Wheel of Progress Revolves in the Capital Grocery Store, Regina, Sask.—Proprietors Cater to High Class Trade—Prominence Given to Sanitary Conditions in the Store.

Written for Canadian Grocer by A. H. Carman.



Interior of the Capital Grocery, Regina, Sask. A cash register, computing scales, silent salesmen, display refrigerator, coffee grinder, biscuit display bins, and meat-slicer are among the fixtures and equipment to be seen.

The Capital Grocery of Regina, Sask., aims to cater to the high class trade of that city. It is not on the main street but within a minute's walk from the centre of Saskatchewan's capital.

As a result of this aim to secure the quality trade, this store has attracted a large clientele of high class buyers, although it has only been in existence about two years. The proprietors are two young men who study closely existing conditions from the standpoint of securing trade from the well-to-do folk. Both these men, A. Thompson and W. J. P. Selby, had been well trained in the art of handling groceries before they took upon themselves the responsibility of a thriving city business of their own.

Rely on Quality and Service.

But to what, more than anything else, do these gentlemen point to as being responsible for their progress? It surely is not due to the size of their place of business for in comparison with others, theirs occupies less space than perhaps the majority of city stores. Nor is it due to the fact that their prices are lower than those of their competitors which consequently would likely cause their place of business to be crowded with a hungry horde of bargain seekers. No, not that; for with their staff of expert salesmen they are able to handle all their customers without any difficulty, while others may be rushed from morning to night.

Most certainly their progress is not due to either of these factors, considered so important by business men in every district. Neither store room nor cut prices are responsible.

"Best quality plus best service brings best results," is the way a member of the firm sized up the whole situation in discussing the matter. They did not make a specialty of any one line, he insisted, but everything with them was a specialty.

But if there is one thing more than another with which they are particular, it is with their window display, and for this purpose they have in their employ one of the most expert window dressers obtainable, and a man well trained in the art of card-writing.

There is one thing, however, in which the proprietors are cranks, and that is in the matter of cleanliness and freshness. In entering the store there is an odor about it which is tempting. Then, again, the clerks are forbidden to offer customers anything unless it is absolutely fresh and pure.

Cleanliness in Store Room.

Only the most sanitary methods of handling groceries, meats and vegetables in particular, are adopted and the refrigerator and the store-room of the store are as unquestionable as the face of the counters and the display windows. Attractive counter and shelf fixtures have been installed throughout and up to date grocery methods adopted.

When these facts are known the reason for the advancement of these two enterprising young merchants is no longer a question and it is not hard to search for the reason for many of Regina's elite shopping at the Capital Grocery.

The CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto. Atabek, London, Eng.

OFFICES:

CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building. Telephone Main 1255. O. S. Johnson.
Toronto—143-149 University Ave. Telephone Main 7324.
Winnipeg—34 Royal Bank Building. Phone Garry 2313.
Vancouver, B.C.—2649 Third Ave. West, H. Hodgson.

UNITED STATES—

New York—R. B. Huestis, 115 Broadway, New York. Telephone 8971 Rector.
Chicago—A H. Byrne, 140 South Dearborn Street, Room 607, Phone Rand 2324.
Boston—C. L. Mortou, Room 643, Old South Bldg. Phone Main 1024.

GREAT BRITAIN—

London—88 Fleet St.. E.C. Telephone Central 12900. E. J. Dodd.

Subscription: Canada, $2.00; United States $2,.50; Great Britain and Colonies, Ss. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, OCTOBER 31, 1913

BETTER OUTLOOK FOR LEMONS.

Apart from a probable scarcity during the next two weeks owing to the Sicilian crop being late in maturing, the lemon situation for 1913-14 is more promising than for the season just closing. The cutting off of a large percentage of the California crop by frost early in the present year was taken advantage of immediately by the Sicilian growers and prices have been at their mercy ever since. The Californian crop which up to Oct. 18 produced less than 2,200 cars, or 3,000 below the previous year, did not extend its market farther east or north than Chicago. In February last when the marvellous commercial services and cable efficiency apprised the Mediterranean growers of the untoward conditions in the Pacific state, cases were advanced $1.00 each, and within three weeks by $1.50. This year, however, the Californian crop though far below the average, is estimated at 2,700-3,000 cars, and the Sicilian, even with unfavorable conditions the last few days, will exceed last year's. The new prices, therefore, are likely to continue well below last year's excessive figures. Sales of the retailer are certain to respond to more reasonable quotations and the aggregate turnover and corresponding profits will be appreciably larger. The lemon, unlike most other commodities, has equally its strong points for cold as well as hot weather; a quencher of a heat-thirst, and an antidote to ailments induced by cold, damp weather.

With the tendency for higher prices in so many directions,—which it takes the public so long to recognize as an adverse condition for the grocer as well as the consumer—cheaper lemons will be welcomed to the ranks of cheaper canned salmon, and cheaper preserved fruits and vegetables as tending to offset the deterrent effects of the others. The grocer should be prepared to take full advantage of favorable price features such as these will present during the next eight or ten months.

SELL CIGARS BY THE BOX.

Every retailer who handles cigars should be able to sell them by the box as Christmas gifts. Cigars constitute one of the many lines which are given from year to year by friends to one another at the big festive season, and from the smoker's standpoint no better or more useful gift could be secured.

Cigars, however, will not sell unless given some attention. Some weeks prior to Christmas a window display of cigars would prove profitable in letting the public know that you handle them. A show card with the suggestion "A Christmas Gift Always Appreciated," would add to the selling power of such a display. The chief value of this window would lie in the fact that it would give the suggestion of a box of cigars as a gift and that it would bring people into the store later on to purchase.

If a show case is devoted to cigars see that there is a display card in it to convey the suggestion that cigars be given as a Christmas gift. The card is almost absolutely necessary if much business is to be done in this way.

The point should also be considered that many women would hesitate going into an exclusive tobacconist store whereas they would purchase cigars without hesitation from the grocer.

CO-OPERATIVE SOCIETY PROFITS.

The following extract from an Old Country trade paper will be read with a great deal of interest by those who have studied the "co-operative society" movement:—

> The "Ironmongers' Weekly," has been devoting some attention to the co-operative movement and recently published a very interesting article, a feature of which was a comparison between the cost of a parcel of goods at a grocer's shop and the cost of similar goods at the local co-op. The grocer's price was 6s. 6½d., and the co-op. charged 8s. 0½d. The difference, of course, is equal to a dividend of about 4s. 6d. in the £.

This confirms the point that Canadian Grocer has made at various times, namely that if co-operative societies are to pay the dividends they claim they will pay in their prospectuses, they must sell at higher prices than the average grocer.

Let us analyze the figures referred to in the above extract. The grocer's price for a certain bill of goods was 6s. 6½d. In Canadian money this would equal $1.57. The co-operative store price for the same bill of goods was 8s. 0½d. or $1.93. The buyer of the former would save therefore 36 cents, and on a £ purchase would save 4s. 6d., or in other words $1.08 on about every $5 purchase.

This explains why big dividends can be paid by the successful Old Country co-operative societies. One dollar and eight cents on $5 is around 20 per cent., which is a mighty big increase in prices for any one to pay even if there is a dividend on purchase and interest on the investment to be paid. At such a rate the so-called "co-operative societives" will have a big time giving a "decisive blow to the high cost of living."

INTERNATIONAL CONFERENCE.

Elsewhere in this issue is contained a notice of a proposed international conference of the Retail Grocers' Associations of Great Britain, Canada, the United States, and France, with San Francisco suggested as the place, and May, 1915, as the time for the gathering. The idea was mooted first at the National Convention in St. Louis last May and was received favorably by representatives from Great Britain and Canada. This should, and no doubt will be the attitude of all Provincial associations in Canada before whom the suggestion will be brought shortly. The time for preparation is long enough to allow of a most helpful programme being arranged. A very important question for the associations of Canada and the United States will be the location of the place of meeting, providing, as we infer, that San Francisco has been mentioned only provisionally. However, whatever be the convention city, we doubt not that every province in Canada will be represented by able delegates, if, indeed, some of the larger city organizations do not take it upon themselves to send their own delegates. An international conference, such as is proposed, cannot fail to result in a material benefit to the associations, and the salient points generated at the convention may be brought home even to individual members throughout the Dominion. The Canadian Grocer wishes a full measure of success to the International Grocers' Conference of 1915.

PLAYING UP THE TALKING POINTS.

When a man opens a retail store in any community, he must, of necessity, have a pretty definite idea of what kind of service he is going to offer that community. He must see an opportunity, for a certain kind of service, or he wouldn't be so foolish as to invest his capital and time, in the enterprise.

It may be that there is an opening for a store, dealing with high-class and high-priced goods. Or, possibly, the opportunity may be for a business specializing on cheaper lines, where quality would not be the main consideration. Almost every community contains people who pride themselves upon always buying the best articles and paying a good price for them. And, in the same locality, there will be a large class who are looking for cheapness.

When the dealer has decided upon which of these classes he wishes to concentrate, he should lose no opportunity of playing up the talking points which would appeal most strongly to this class.

And yet this very obvious point is sometimes overlooked, and especially, in the newspaper advertising done by retail stores.

The dealer who really wants the custom of the class who cannot afford high-priced lines, will often advertise his goods as being the best and of the highest quality, whereas his strongest talking point is the length to which a dollar bill can be stretched by purchasing at this store.

In the same way, the dealer who caters to the more exclusive trade, is sometimes found advertising as if his prices were very low. Of course, they may be low, quality considered, but the most important thing that dealer has to offer is his ability to satisfy the most particular buyer.

Remember that you, as a grocery dealer, must have some logical reason for being in business, or you wouldn't be there. That reason is the special kind of service you are prepared to perform. Then emphasize this specialized service on every possible occasion, until your customers and prospective customers recognize it as clearly as you yourself.

THE EXPENSIVE PUBLIC TASTES.

On the subject of the increase in living costs, Oscar B. McGlasson, president of the National Wholesale Grocers' Association of the United States recently said:—

> "If foods are from one-quarter to one-third higher than a few years ago, it is due to the bad management of the housekeeper. She uses the telephone too much. That useful contrivance alone has increased the cost of living in the house where it is used at least ten per cent.
>
> "The old fashioned way of running the home is the best. It is considered a great encroachment upon the dignity of the average city lady to bring home a package, and this also applies to many husbands. The era of package carrying has passed and all packages must be delivered at the back door.
>
> "If the wife would give more time and attention and personal supervision to the purchase of things for the table, she could easily cut down her meat and grocery bills, from fifteen to twenty per cent."

It needs no great mind to see truth in these words. If the housewife wants the convenience of a telephone, and the service of a modern delivery she must pay for it. It is a fact that she does want it and therefore she is paying for it. These and other conveniences are demanded by modern methods of living and no dealer would be foolish enough not to include his end of the cost of these in his expenses of doing business.

Whenever anyone compiles figures to try to prove that the cost of living is increasing, he invariably forgets that the service demanded by the people and given by dealers in later years is much more expensive than a few years ago. Probably if this were taken into consideration there would be less crying out against the so-called "high cost of living" and more against "the cost of high living."

MAIL ORDER HOUSES BUY NEWSPAPERS.

The big departmental stores continue to extend their interests in or control of the daily newspapers in Toronto, Montreal, and Winnipeg. A large interest in, if not the control, of another Toronto daily has just been acquired. This makes three dailies in Toronto in which these mail order houses are financially interested. In Montreal it came out in legal proceedings recently that one of the oldest daily papers there passed some months ago into the hands of the chief owner of a rising mail order house which aims to monopolize the trade in Eastern Canada. There are now nine dailies in Toronto, Montreal and Winnipeg, which are known to be owned by the big store and financial interests, and while posing as the mediums of public opinion are the organs of these interests. The trade of these houses has grown enormously in these cities where these dailies circulate, but in the other cities and smaller places where there are good local newspapers, they have not made the same gains, because the local newspapers are well edited and are loyal to their local merchants and refuse to carry the advertising of the big city store. The only way in which the big dailies can make headway is by cutting their prices. They get $3 to $5 a year in Montreal, Toronto and Winnipeg, but sell in other cities at 50c to $1 a year. This does not pay the white paper on which these newspapers are printed, but the heavy deficits are made up by subsidies through big advertising contracts and in other ways, and by the low postal rates. The merchants and newspapers outside of these three big centres should get together and insist that no newspaper should have the privilege of the mails which has a lower subscripton price outside than in the centre in which it is published or which sells at less than the cost of the paper used.

EDITORIAL NOTES.

November is now with us. Christmas dried fruits should soon be on the move.

• • •

A strong collection campaign just now should prove effective. Get in the money while it is circulating.

• • •

Well in advance of Christmas, every grocer should have a window of Christmas gift suggestions. Boxes of confectionery and of cigars should be given prominent places in this.

OUTLINE OF ADVERTISING FROM OCTOBER 1 TO DECEMBER 31, 1913

Month	Special Seasons	" The Daily Star "	Space	" The Weekly Herald "	Space
October	Jewish New Year Thanksgiving	Daily, except Friday Fridays Thanksgiving, October 16, 17, 18	60 lines, 2 cols. wide 80 lines 2 cols. wide 80 lines each	1—Featuring Fish 2—Thanksgiving lines 3—Harvest Home 4—New Goods	50 lines 70 lines 50 lines 50 lines
November					

Fig. 1. Type of form suggested for use in outlining an advertising campaign.

Systematizing the Advertising Campaign

Suggestions to the Retailer for Keeping Track of Mediums Used, the Copy Run, Size of the Ad., Cuts, etc.—Some System Necessary to Give Best Attention and Get Best Results.

"Advertising must now be looked upon as a branch of a retail business equally important to the most complete and efficient delivery system," claims a prominent Montreal grocer. "No grocer would ever start a fall campaign, or commence a new year, without figuring on how much his delivery system was going to cost him. Neither should any of us attempt to make a real success of our business without making a certain appropriation for advertising each year. The trouble is," he concluded, "that most of us run along in a sort of shipshod manner, rush an ad. through, keep little or no track of our advertising, and fail to see the results that we really do or could get from it."

Following up the attitude of this grocer with regard to advertising and system in keeping track of advertising, Canadian Grocer consulted a representative of an advertising agency, who has worked out the system at present in use in his office.

Should Work on Definite Plan.

He states: Some definite system must be followed out in order to keep accurate record of all advertising placed and to be placed. I would suggest that first of all the retailer outline all the advertising that he is going to do for three months ahead. He should figure on the pulling power of advertising in the various papers at his disposal, and proportion his appropriation according to that power.

"Special seasons should always receive particular attention, and these the retailer should include and allow for in drafting an outline for his campaign. In so far as possible I consider it advisable even that the advertiser outline roughly the subjects of his advertising for the whole three months in advance. There are certain cases where circumstances may change this, but as a rule it is quite possible previously to determine what should be featured during that length of time."

In planning out the advertising in this way this advertising man suggests the use of a form similar to that shown in Fig. 1. This, he claims, gives something definite to work upon and to point out every step throughout the given time.

Operates a Scrap Book.

For keeping track of advertising he has adopted the use of a scrap book, in which each company whose advertising he places, occupies a separate section.

(Continued on page 39.)

R. V. SMITH,
The Up-to-date Grocery.

No. of cut	How sent	Copy to be used on—	Place insertion	No. of insertions	Agate lines	Cols. wide
451	You have	Oct. 17	Lower right	1	60	2
Border 3	Messenger	Oct. 24	Lower right	1	70	2

Fig. 2. Form used upon which to send out instructions to the different printers as to advertising to be run.

R. V. SMITH,
The Up-to-date Grocery

No. of ad.	Date of insertion	No. of insertions	Size	Columns wide
4	Oct. 17	1	60 lines	2

Fig. 3. Another form used in sending out instructions. This is used largely where an ad. already run at some previous date is to be used again.

Time of Coming and Going of Imported Fruits

Varieties Which Are Passing and Those That Are Expected Soon To Be on Canadian Markets—How the Crops Are Turning Out—Changes in the U. S. Tariff on Green Fruits.

LEMONS.

California crop better, though it will not reach Canada.

Prices on Sicilian will balance as result, for coming season.

Delay in maturing owing to weather will cause scarcity next two weeks and higher prices.

ORANGES.

Floridas late owing to hot weather.

Navels in by middle of November. lower in price.

Internal troubles may interfere with shipment of Mexicans.

Jamaicas have arrived.

The imported fresh fruit market is in a transition period at present, in which a lull precedes the arrival of the new crops.

Valencia oranges, "late Valencias" as they are styled, are bridging over the gap and the California fruit men may be depended on to keep them hanging on until navels begin to move, although the first of November is generally considered the time for them to make their farewell for the season. Indeed, some importers expect to be handling them for the Christmas trade.

Navel Orange Situation.

Navels are the first of the California oranges to ripen and are now practically mature. They are moved between November 15 and December 31 each year. After this Northern crop is exhausted the Southern is ready and holds on for the next eight months or more. The sizes of navels this year are reported to be fine for selling with a slightly larger quantity available. Prices will be lower, if anything, than last year.

Few Floridas have been shipped yet, as the weather has been too warm for coloring. This sounds, in Canada, like a contradiction, but warm days and cool nights are required. In Tampa the day temperature has been running from 80 to 90 degrees, and 68 to 80 at night. It is only a few days since cooler weather set in. One of the earliest districts started shipping but soon stopped as the coloring was not right, and sales and reputation would be injured. Lack of rain has lessened the quantity.

The Florida oranges this year are running to small size owing to the heat. Two cars that did not conform to the Fruit Act were seized a few days ago. A couple, however, are on order to be started out this week. The best sizes will sell at 44½ cents, but generally speaking they will be lower than the the late Valencias.

Mexicans are now ready to ship but the internal troubles may interfere with the handling of the crop. It is difficult to get exact information on this point.

There are a few Jamaicas already here, and their eating quality will continue to improve. At present they are a little tart, but are very popular for their usual sweet taste and Montreal shows a decided fancy for them.

The general outlook in Southern California is for a lighter crop than usual, and it will not likely be more than 75 to 80 per cent. of normal.

Cheaper Lemons in Sight.

In lemons there is a general cleaning out of all old stock and wholesalers are getting ready for new crop shipments.

The lemon situation will be watched closely this year after unusual conditions that went into effect over the crop of last year. It will be recalled that last January the California crop was damaged badly by frost and, as a result prices of Sicilian were jumped in February and in March, at first the advance was $1 a case, and then it went to $1.50. Not that the Californians found a market in Canada—they have not for some time—but the European growers took advantage of the situation. Ever since then lemons have been high and will continue so until the new crop arrives. The latest figures covering California up to the middle of October, give the shipment in lemons as 2,170 cases to date, compared with 5,764 one year ago. The estimate for the 1913-14 crop is 2,700-3,000 cases which will give a small increase over 1912-13.

Earlier reports from Sicily were that the crop would be one-quarter larger than last year's. However, about the middle of September hot and dry Sirocco winds from Africa made the crop later, and will shorten the output, so that it is likely to turn out about the same as

(Continued on page 36.)

READY RECKONER

Showing cost of Oranges and Lemons per dozen

Size	80	96	112	126	150	176	200	216	250	288	300	360	420	714
$2.00	30	25	21¾	19¼	16	13¾	12	11¼	9¾	8⅓	8	6¾	5⅔	3⅓
$2.25	33⅓	28¼	24¼	21½	18	15½	13½	12½	11	9⅓	9	7½	6½	3⅔
$2.50	37	31¼	27	24	20	17	15	14	12	10½	10	8⅓	7	4⅙
$2 75	41	34½	30½	27¼	23	19½	17	16	13¾	11½	10½	9	8	4⅔
$3.00	44½	37½	32¼	29	24	20½	18	16¾	14¼	12½	12	10	8⅔	5
$3.10	46	39	33¼	29½	25	21	18¾	17¼	15	13	12½	10½	9	5⅙
$3.25	48	41	35	31	26	22¼	19½	18	15¾	13½	13	11	9⅓	5½
$3.50	52	43¾	37½	33½	28	24	21	19½	17	14½	14	11¾	10	6
$3.75	55½	47	40	35¾	30	25¾	22½	21	18	15½	15	12½	10⅔	6⅓
$4.00	59½	50	43	38¼	32	27½	24	2 '¼	19¼	16¾	16	13½	11½	6⅔
$4.25	63	53¼	45¾	40½	34	29	25½	23	20¾	17¾	17	14½	12	7⅙
$4.50	66¾	56¼	48¼	43	36	31	27	25	21¾	18¾	18	15	13	7½
$4.75	70	59½	50½	45¼	38	32½	28½	26½	23	19¾	19	16	13⅔	8
$5.00	75	62½	53½	47¾	40	34	30	27¾	24	20¾	20	16¾	14⅓	8⅓
$5.25	78¾	65½	56½	50	42	35¾	31½	29	25⅙	22	21	17½	15	8⅔
$5.50	82½	68¾	59	52⅓	44	37½	33	30½	26½	23	22	18⅓	15⅔	9¼

This table shows the dealer just how much he pays a dozen for oranges when he buys a certain size at so much per case. It is a handy reckoner and should be kept on file by every reader.

The Clerks' Page

By the Cub Reporter

COCOA, BISCUITS, OLIVES AND SYRUPS SELLING.

The Cub Reporter, — Just now the clerks in our store are pushing the sales of cocoa, fancy biscuits, olives and syrup. As the cool weather advances cocoa becomes a good seller, as it is used by many of our customers for afternoon "teas" and in cases where evening visitors call. I've had a cocoa window display a short time ago containing a show card with the words "A Dainty Drink for the Afternoon Tea." The window also contained several samples of fancy biscuits which are always good sellers with cocoa. The window was a splendid trade getter.

Another line we are now trying hard to move out is olives. In Canadian Grocer recently I noticed that opening prices on olives will likely be lower than last year, so that we are very much interested in disposing of our present stock. We have arranged a counter display of olives and nearly always suggest them to a customer who is "thinking hard" if there is anything else required.

Autumn is always a good syrup month and we are now pushing corn, cane and maple syrups with counter displays and suggestions during conversations. We intend using a window display of syrups soon to boost sales along.

I hope to see replies from other clerks to your enquiry as it will help me much.

Yours,
RETAIL CLERK,
London, Ont.

HE KNEW ALL ABOUT FIGS.

By H. T.

In the window of a Montreal grocery store recently there was a display of seasonable goods which included new figs, both pulled and pressed. I had been wanting some of this new fruit and here was an opportunity to kill two birds at once make my purchase and gain some information on the subject of figs.

The clerk was a man of middle age who had probably had years of experience and it did not surprise me that he was fully acquainted with the subject.

"I see you are showing some new figs in the window," I said, as he approached the counter.

"Yes," he said, "they are only in a short time and they are nice and fresh."

He pointed to a counter display where goods similar to those in the window were shown.

He passed over the ordinary pressed figs which certainly looked good, and pointed to the pulled fruit.

"These are the best figs you can buy," he said. "People seem to prefer the pressed kind, but they do not wait to think about what they are buying."

"What is the difference," I asked, in order to keep him on this tack.

"Well," my informant replied, "to begin with, the pulled fig is riper when it is picked. There is, therefore but little chance of its being wormy, whereas with the pressed which is picked two weeks previous—well you will understand that they are not fully matured. You look at the pressed fig and it is broad and wide and customers think they are getting a bigger fruit than this (the pulled fig). But as a general rule the pulled fig is bigger and better. Some day they will understand this point and will demand only the pulled fig. Personally, I very much prefer it, and if it is for eating you want it, you cannot do better than take some of these."

I had made up my mind to buy the pulled figs before I went in the store, but this was an extra inducement.

The clerk then showed me a box of pulled figs. "Thirty-five cents," he said, and explained that they would keep well in this form and would give no trouble in the handling of them.

While he was wrapping them, I remarked that they came from the vicinity of the war zone.

"Yes," the clerk replied, "and we are all the more lucky to get them."

My experience with this clerk demonstrated that he knew figs or all that was necessary to know about them, and used his knowledge to advantage. He impressed me as having a good general knowledge of groceries. But as I stated before, he had possibly seen considerable service behind a white apron.

PATH OF THE WORLD.

Here is a vivid truism, the author of which is difficult to locate:—

"If you write a better book,
Preach a better Sermon, or
Build a better mouse trap than your neighbor,
Though you build your house in the woods
The world will make a beaten path to your door."

He might have inserted, "or operate a better store."

OBSERVATIONS OF THE CUB REPORTER.

Every time a lazy man looks at the clock a second is lost.

* * *

If you do not suggest that customers buy other things than those they came to buy you will have little chance to increase sales.

* * *

It may not be your business as a salesman to keep all the store clean, but it is your business as a salesman to see that your part of it is kept clean.

* * *

You may hire a man for what he or somebody else says he can do, but you keep him only for what he does do.

GOING AFTER THEIR OWN.

The grocery store of G. S. Winter, Son & Co., Brantford, Ont., was the scene of a bee meeting recently. A number of honey bees got into the store and attacked some honey combs on the counter, and in a short time there was a horde of them around and the clerks were chased out of the store. It took some time to get rid of them, sulphur and other powders having to be burned before the bees would go.

Current News of the Week

Quebec.

At a meeting of bondholders of Canadian Cereal and Flour Mills, Limited, in Montreal, it was decided to appoint committee of three, K. W. Blackwell, A. F. Riddell and S. A. Heward, to examine into affairs of company and report by November 19 at second meeting. Many of bondholders favored turning most of eleven mills back to original owners and operating only two or three of largest.

Ontario.

W. Horner, grocer and butcher, Toronto, has sold his business to Wm. Haight.

Allan Soper & Co., Brockville, Ont., have opened a wholesale fruit warehouse in Smith's Falls, Ont.

Duval & Lawrence, general merchants, Duart, Ont., have dissolved partnership, and the business will be continued by Lawrence Bros.

John Hughes, 153 Third Avenue, Ottawa, died at his home after a long illness at the age of 66. Mr. Hughes for 37 years conducted a general store in Cannamore, Ont., before moving to Ottawa. He left a widow, two sons, and two daughters.

The Retail Merchants' Association of Guelph, Ont., held its annual banquet last week, and it was very largely attended. A number of matters of importance to the merchants were discussed, and an address was delivered by Alex. Simmers, vice-president of the Board of Trade, formerly of Winnipeg, on "The Benefit to be Derived from the Building of Electrical Radials and How to Boost Guelph."

E. M. Trowern, secretary of the Retail Merchants' Association, has returned from a trip to Western Canada. He addressed the merchants in 56 places and established branches in the principal cities. "Merchants are looking for higher payments this fall with the enormous crops and ideal harvesting weather," he declares. He says there are complaints about the "inferior way" in which Ontario fruit is packed for shipment West.

Eight nice 'lunge arrived in Toronto last week from the depths of Trent river. They were brought in by a party of fishermen, including grocers and travelers who had spent the Thanksgiving holidays below Havelock, Ont. Not only were there eight brought home, but others were consumed at Trent River. In addition to that, one of the 'lunge when opened in Toronto contained a couple of good-sized smaller fish, making it a three-in-one strike. This story is quite reasonable and indicates that grocers and grocery travelers do not exaggerate their fish yarns. The party included W. C. Miller, Robt. Matthews, David Bell (grocers), J. Mortimer, Alex. Hutchison and Thos. Wilson.

Western Canada.

J. E. Alcock, grocer, Saskatoon, Sask., was burned out.

O. L. Davis, general merchant, Deckerville, has removed to Woodrow, Sask.

Cohen Bros., Pambrun, Sask., succeeded Luther Carnel, general merchant.

L. G. Nicholson, general merchant, Dewdrop, Sask., has moved to Ettington.

R. Meysonnier, general merchant, Radville, Sask., has been succeeded by Adam & Son.

Jordan & O'Neill, general merchants, Viceroy, Sask., have opened a branch at Readlyn.

Mader & Clark, general merchants, Kincaid, Sask., have sold out to Olson & Sutherland.

John Officer & Co., general merchants, Craven, Sask., have sold out to McDonald & Ross.

J. A. Begg & Sons, Sedgwick, Alta., general merchants, have been succeeded by Arnott & Davis.

Holland & Limbourne, general merchants, Aneroid, Sask., have been succeeded by Limbourne & Reardon.

Anderson & Thompson, Assiniboia, Sask., have succeeded Peterson Trading Co., general merchants.

S. T. Colquhoun, Deloraine, Man., has sold his business to Montgomery Bros.

Demay & Esbrayat have opened up their new general store at St. Brieux, near Melfort, Sask.

Sidney Speers, who has been manager of the Polson Mercantile Company since it was established in Enderby, B.C., has severed his connection with that firm, and will start in business on his own account, commencing November 1st.

Robt. Burns, who recently purchased the general store business of Waddel & Co., Humboldt, Sask., has taken into partnership J. H. Brown, who has been engaged at the store for some time. The firm will now be known at Burns & Brown.

International Conference of Grocers

A proposal for an international conference of retail grocers is being taken up vigorously by the National Association of Retail Grocers of the United States. In a letter to Canadian Grocer, the secretary, John A. Green, of Cleveland, Ohio, writes:

"When Mr. Giles, secretary of the Grocers' Federation for Great Britain, was attending our Convention in St. Louis last May, we took under consideration an International Conference of the Retail Grocers' Association consisting of Great Britain, France, Canada and the United States.

"We shall hold our Convention in San Francisco during the month of May, 1915, and it was thought that it would be a splendid move to create greater interest in the organization in all countries by having an International Conference."

Mr. D. W. Clark, president of the Association for Ontario, has received a letter from Mr. Green and will bring the proposal before the Provincial Association Executive at its meeting in November.

"A very good thing," said Mr. Clark to Canadian Grocer, "if we can get united action all over Canada."

"That's fine," observed Mr. W. C. Miller, financial secretary, when spoken to by Canadian Grocer this week. "I am quite in favor of it. It may be a little expensive for the associations sending delegates to San Francisco but that matter can no doubt be arranged satisfactorily. Having so far ahead to plan, the proceedings will be along lines that will be beneficial to every country taking part. I suppose an international committee will be appointed and arrange definitely the time and place and the programme."

Advance in Salmon, Taking Effect Nov. 17

B. C. Packers Increase Dozen Lots by 5 Cents in Highest Grades —Bad Reports From Coffee Plantations in Brazil—New Raisins, Figs and Dates—Christmas Trade Promises Well.

MARKETS IN BRIEF

QUEBEC MARKETS.

PRODUCE AND PROVISIONS—
- Country stores stocking up in bacon and ham.
- Eggs advance 1c all round, except new laids, which are up to 43c.
- Butter weaker, with lack of demand locally and from west.
- Export demand for cheese caused firming up this week.

FRUIT AND VEGETABLES—
- Potatoes up to $1, and may advance more.
- Sales of fruit small owing to high prices.
- Tomatoes up 15 to 25c basket.
- Oranges advance $1 a crate.

FISH AND OYSTERS—
- Supplies of fresh fish scarce through bad weather.
- Fresh haddock, cod, haddies and fillets hard to get.
- New fishing territory in Baffin's Bay.

FLOUR AND CEREALS—
- Export business good in Manitoba wheat flour. Locally demand is light.
- Rolled oats easier, demand slack, and decrease in price generally looked for.

GENERAL GROCERIES—
- Feeling that sugar will see no further decline.
- Loose muscatel raisins higher.
- New shipments of figs sold out.
- Universal firmness in nuts, Spanish peanuts highest in 25 years.
- Good prospects bumper Fall and Xmas trade.

ONTARIO MARKETS.

PRODUCE AND PROVISIONS—
- Hogs up 25c to $8.65.
- Eggs again advance 1c, with new laids almost unobtainable.
- Supply of fresh butter light, but heavy storage stocks keep prices down.
- Hams and bacon will await continuance of higher hog prices before advancing.
- Poultry retains Thanksgiving prices.

FRUIT AND VEGETABLES—
- Potatoes up 10c as result of U.S. buying.
- Oranges advance, as supply is small.
- Grapes, peaches, and pears practically off market.
- Tomatoes double price of week ago.

FISH AND OYSTERS—
- Supply of whitefish, first in weeks, dropped price 3c.
- Qualla salmon scarce and 1c higher.
- Fresh halibut off market for season.

FLOUR AND CEREALS—
- At quoted prices demand for flour, local and for export, is very light, and rate cutting is going on.
- Mills working to limit for rolled oats.
- Cornmeal coming in more freely, and locally prices are being cut.

GENERAL GROCERIES—
- B. C. packers announce increase in "Leaf" brands of 5c dozen tins, operative Nov. 17.
- Sugar firm and no thought now of reduction.
- New dates, figs and California seeded raisins arrive.
- Bad reports from coffee districts in Brazil.

QUEBEC MARKETS.

Montreal, Oct. 29.—Local wholesale house reported this week that business does not seem to be half as much affected by so-called stagnancy of money market as one would imagine, as for this month alone they expect turnover of at least half million. There is also a greater disposition amongst trade to settle bills, so that on whole prospects of bumper fall and Xmas business are healthy.

Lima bean crop, according to advices received here, is showing up well, and one of best productions is assured. It is said that shipments amounting to seventy carloads per day are being made from Southern California.

Dutch cheese is another commodity to be put on "up" list, all varieties being advanced by largest producers. Principal cause given is sudden decrease in milk supplies. In addition, change in American tariff also has its effect on this distant market, because of late very strong demand has arisen in States, owing to very great extent to fact that Dutch cheese is cheaper than any New Zealand or Canadian make.

SUGAR.—Firmer feeling prevailing last week has been sustained, and, while trade has been brisker, yet wholesalers look for, or at least hope for, more activity. Judging by present state of New York market, possibility of decline, as expected couple of weeks ago, does not look so uncertain, but as is frequently stated in this column, Canadian situation has often changed, and turned out contrary to developments across border.

Latest advices from Cuba go to prove that growing conditions have been favorable of late on whole; those reports to effect that there has been insufficient rainfall and that as consequence crop has had set-back being discredited by reliable authorities.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 40
20-lb. bags	4 50
2 and 5-lb. cartons	4 70
Second grade, in 100-lb. bags	4 25
Extra Ground Sugars—	
Barrels	4 80
50-lb. boxes	5 10
20-lb. boxes	5 20
Powdered Sugars—	
Barrels	4 80
50-lb. boxes	5 00
25-lb. boxes	5 00
Paris Lumps—	
100-lb. boxes	5 15
50-lb. boxes	5 35
25-lb. boxes	5 45
Crystal Diamonds—	
Barrels	5 20
100-lb. boxes	5 35
50-lb. boxes	5 45
5-lb. cartons	6 30
Crystal Dominoes, cartons	7 10
Yellow Sugars—	
No. 3	4 45
No. 2	4 45
No. 1	4 05

Barrels granulated and yellow may be bad at 5c per cwt. above bag prices.

MOLASSES.—It has since developed that most of cargo of S.S. Sorana, which left Demerara on 18th inst. for Montreal, has been sold, so that effect on local market will not be so pronounced as if there was heavy quantity consigned. Trade both in molasses and syrups is good, demand for package varieties of former being strong, as molasses still remains cheap article of food.

Barbados Molasses—	Prices for Island of Montreal. Extra Fancy.	Fancy.	Choice
Puncheons	.44	.41	.39
Barrels	.47	.44	.42
Half Barrels	.49	.46	.44

For outside territories prices range about 2 cents lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.		0 04
Pails, 38½ lbs., $1.85; 25 lbs.		1 35
Cases, 2 lb. tins, 2 doz. in case		2 50
Cases, 5 lb. tins, 1 doz. in case		2 85
Cases, 10 lb. tins, ½ doz. in case		2 75
Cases, 20 lb. tins, ¼ doz. in case		2 70
Maple Syrups—		
Pure, per 8½ lb. tin		0.75
Pure, in 15 gal. kegs, 8c. per lb., or per gal		1.00
Maple Sugar, pure, per lb.	0 10	0 11

COFFEE.—Still demand keeps up, and it is pretty evident that consumption and popularity of coffee is increasing apace. Local wholesalers report good volume of business, and have little to complain of.

Coffee, Roasted—	Per lb.	
Jamaica	0 21½	0 23½
Java	0 29	0 33
Maracaibo	0 21	0 23
Mexican	0 25	0 28
Mocba	0 28	0 29
Rio	0 19½	0 21½
Santos	0 20½	0 23

SPICES.—All round spices are somewhat firmer, though peppers are not so active as during past fortnight.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 13—0 15
Allspice, wbole	....	0 12—0 15
Cinnamon, wbole	....	0 20—0 25
Cinnamon, ground	0 17—0 18	0 20—0 25
Cinnamon, Batavia	....	0 25—0 35
Cloves, wbole	....	0 25—0 30
Cloves, ground	0 18—0 23	0 28—0 30
Cream of tartar	0 18—0 21	0 27—0 30
Curry powder	....	....—0 25
Ginger, Cochin	0 12—0 15	0 18—0 21
Ginger, Jamaica, ground	0 15—0 18	0 22—0 25
Ginger, Jamaica, wbole	....	0 22—0 25
Ginger, African, ground	....	....—0 16
Mace	....	0 75—1 00
Nutmegs, brown, 64s, 50c; 80s, 40c; 100s	....	....—0 35
Nutmegs, ground, bulk, 40c; 1 lb. tins	....	....—0 50
Pastry spice	....	....—0 25
Peppers, black, ground	0 10—0 14	0 17—0 20
Peppers, black, whole	....	0 18—0 20
Peppers, white, ground	0 15—0 23	0 27—0 30
Peppers, wbite, wbole	....	0 26—0 28
Pickling spice	....	....—0 15
Tumeric	....	0 25—0 35

Salt, bulk—	
Bbls., fine	1 55
200s, per cwt.	1 10
50's, fine or coarse	0 45
Salt, bags—	
100 3s	3 00
60 5s	3 00
42 7s	2 90
30 10s	2 80
15 20s	2 70

DRIED FRUITS.—Market at coast has been pretty slow, jobbers evidently being inclined to pay more attention to shipments of stocks for early delivery than to futures. California fancy seeded raisins are not moving, higher prices prevailing most likely putting damper for time being. Medum sized prunes are not over plentiful, and market tone is decidedly strong.

New crop dates from Persia are not hanging on importers' hands, practically whole cargo having already run through legitimate consumption channels. Loose muscatel raisins, owing to scarcity, are higher, and still show advancing tendency. Reports concerning citron are bullish, and market is inclining upward also. Peel is said to be practically unobtainable at moment. A boat of Valencia raisins is near dock, and fruits will be distributed shortly.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lh. boxes	0 07½	0 08
Nectarines, choice	....	0 11
Peaches, choice	....	0 09¾
Pears, choice	....	0 12½
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 17
Lemon	....	0 11
Orange	....	0 12
Currants—		
Amalias, loose	0 07¼	0 08
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg..	....	0 07¼
Fards, choicest	....	0 11
Hallowee, loose	....	0 06
Hallowee, 1-lb. pkgs.	....	0 06½
Figs—		
Finest, 6 crown, about 12 pounds....	....	0 15
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb, boxes, faced	....	0 14
50 to 60, in 25-lb, boxes, faced	....	0 13
60 to 70, in 25-lb. boxes, faced	....	0 12
70 to 80, in 25-lb. boxes, faced	....	0 08½
80 to 90, in 25-lb. boxes, faced	....	0 08
90 to 100, in 25-lb, boxes, faced	....	0 07½
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 50	5 25
Muscatels, loose, 3 crown, lh.	....	0 07½
Sultana, loose	....	0 10
Sultana, 1 lb, pkgs.	....	0 11½
Valencias, old stock	....	0 04
Seeded, fancy	....	0 09½
Seeded, choice	....	0 09

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

NUTS.—Although there is as yet comparatively light demand for all varieties, yet advices from primary centres are strong, and markets seem to present unusual firmness. Spanish peanuts are likely to remain high, as supplies are not so plentiful as usual. Quotations have reached highest level in past twenty-five years, most growers having large orders on hand for Europe, manufacturers of soap there being anxious to secure large quantities for oil extraction owing to unexpected shortage in olive oil.

	Per lb.	
In shell—		
Almonds	....	0 17
Brazils	0 20	0 21
Filberts	0 13	0 14
Peanuts, American, according to qual.	0 09	0 12½
Peanuts, French	....	0 09
Pecans, polished, large	0 18	0 19
Walnuts, marbots	0 15	0 16
Shelled—		
Almonds, Valencia	0 38	0 40
Almonds, Alicante	....	0 45
Almonds, Jordan	....	0 50
Cocoanut, shredded p,kgs., ¼ lb., 30c; ¼ and ½ lbs., mixed, 29½c; ¼ and ⅛ lbs., mixed	....	0 30½
Cocoanut, shredded, pails, 10 & 15 lbs	....	0 20
Cocoanut, sbredded, tins, 5 lbs.	....	0 21
Peanuts	0 08	0 09
Walnuts	0 31	0 33

TEA.—Market continues firm and unchanged.

Japans—		
Cboicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 75	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Spanish No. 1	....	0 12¼
Virginia No. 1	....	0 13¼
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey, gunpowder, pinhead	0 30	0 50

RICE AND TAPIOCA.—Demand for rice improving, but no change in this or tapioca.

Rangoon Rice—		Per cwt.
"B," bags 50, 100 and 250 lbs.		3 30
"B," pockets, 25 lbs.		3 40
"B," pockets 12½ lbs.		3 50
"C.C.," bags 50, 100 and 250 lbs.		3 20
"C.C.," pockets 25 lbs.		3 30
"C.C.," pockets 12½ lbs.		3 40
India bright		3 45
Lustre		3 55
Fancy Rices—		Per cwt.
Polisbed Patna		4 40
Pearl Patna		4 60
Imperial Glace		4 90
Sparkle		5 10
Snow, Japan		5 30
Ice drips, Japan		5 45
Crystal, Japan		5 10
Carolina head		7 10
Imported Patna—	Per	lb.
Bags, 224 lbs,	0 05⅛	0 05⅝
Half bags, 112 lbs.	0 05¼	0 05½
Quarter bags, 56 lbs.	0 05⅜	0 05⅝
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05
Tapioca—	Per	lb.
Singapore, medium pearl	0 04½	0 05
Singapore, seed	0 04½	0 05
Penang	0 04½	0 05

ONTARIO MARKETS.

Toronto, Oct. 30.—While a few report business as rather dull, most wholesalers agree that outlook for good Christmas trade is bright. New figs, raisins and dates are arriving, but it will be some little time before nuts reach hands of retailers. Chief interest this week as last was in canned goods, but for different reason: last announced drop in tomatoes; this, increase in salmon. However, latter does not look very serious under circumstances, and is well timed in advance. Reduction was made in glucose this week of 15 cents.

LIKES OUR "MARKETS IN BRIEF."

Canadian Grocer, Toronto.

Sirs,—Please receive herewith bill for two dollars, number noted, in payment of my subscription to the Canadian Grocer.

I think the new feature, "Markets in Brief," is a good one and should be very useful.

Please note change of postal address. I have sold out 205 Grand Ave. to Mr. J. A. Mackness, who is having the store thoroughly remodeled. A new single front and a Berlin bin fitting being some of the alterations.

Chatham, Ont.,
190 Selkirk St., Oct. 24, 1913.
J. M. KADWELL,

SUGAR.—Locally business is reported unusually good, and prices remain firm. In spite of United States situation no further reduction in Canada is looked for. Across border fluctuations in refined have been frequent, and instead of expected advance in past week some refiners reduced to $4.20. Reason for weakness in raw markets in States is because Cubans are forcing crop on refiners, who have to look after 640,000 tons of domestic beet and 300,000 tons Louisiana cane, latter compared with 145,000 last year.

European markets, on other hand, are much firmer, and last and least information is that European beet market is 500,000 tons short of last year. As world consumption has increased, markets over there have toned up, prices being up over 1s.; or, say, 10s. compared with 8s. 10d. Canadian market is governed by European, not United States, owing to prohibitive duty conditions.

World's new sugar crop now estimated at 18,966,800 tons, an increase of 820,981 tons over 1912-13. Total cane sugar crops of world placed at 9,911,800, against 9,211,755 for past year, and world yield of beet sugar estimated at 9,055,000 tons, while last year it was 8,934,060. Russia is chief cause of increase, most other sources being lower.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	4 50
20 lb. bags	4 60
2 and 5 lb. cartons	4 80
Beaver granulated, in 100 lb. bags	4 35
Extra Ground Sugars—	
Barrels	4 35
50 lb. boxes	5 10
25 lb. boxes	5 30
Powdered Sugars—	
Barrels	4 70
50 lb. boxes	4 90
25 lb. boxes	5 10
Paris Lumps—	
100 lb. boxes	5 25
50 lb. boxes	5 35
25 lb. boxes	5 55
Crystal Diamonds—	
Barrels	5 30
100 lb. boxes	5 25
50 lb. boxes	5 35
5 lb. cartons	7 40
Crystal Dominoes, cartons	7 50
Yellow Sugars—	
No. 3	4 45
No. 2	4 35
No. 1	4 05

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

SYRUPS AND MOLASSES.—Demand for syrup is improving, and jobbers find recent increase in corn syrups has not injured sales, as repeat orders are coming in encouragingly. Prices continue unchanged.

	Per	case.
Syrups—		
2 lb. tins, 2 doz. in case	....	2 50
5 lb. tins, 1 doz. in case	....	2 85
10 lb, tins, ½ doz. in case	....	2 75
20 lb, tins, ¼ doz. in case	....	2 70
Barrels, per lb.	....	0 03½
Half barrels, lb.	....	0 03¾
Quarter barrels, lb.	....	0 04
Pails, 38½ lbs. each	....	1 85
Pails, 25 lbs, each	....	1 35
Molasses, per gallon—		
New Orleans, barrels	0 27	0 29
New Orleans, half barrels	0 29	0 31
West Indies, barrels	....	0 28
West Indies, half barrels	....	0 30
Barbados, fancy, barrels	0 45	0 47
Barbados, fancy, half barrels	0 49	0 50
Maple Syrup—Compound—		
Gallons, 6 to case	....	4 80
½ gals., 12 to case	....	5 40
¼ gals., 24 to case	4 80	5 40
Pints, 24 to case	2 70	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	....	1 25
Gallons, 5 to case	5 60	8 00
½ gallons, 12 to case	....	7 25
Quarts, 24 to case	7 25	8 40
Pints, 24 to case	....	4 70
Maple Sugar—		
Pure, per lb.	0 14	0 15
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	....	3 00
Maple butter, lb, tins, dozen	....	1 90

COFFEES. — Previous reports of damage to Brazilian crops, which were taken with some skepticism locally, were confirmed Wednesday of this week on receipt of cables by local jobber from eight districts in Brazil. These declared that drought continued in entire interior districts; in some cases so severe as to destroy all leaves on trees. In one it was stated that fine and dry weather had "destroyed previous flowering." In another, "during last week enormous damage done." If these turn out true, previous estimate of only 2 or 3 cent advance must be revised.

Coffee, Roasted—		
Bogotas	0 27	0 28
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 18	0 20
Santos	0 22	0 23
Chicory, per lb.	0 10	0 12

NUTS.—Few of new crop have arrived yet, chiefly shelled almonds and Brazils. Both are higher than last year, almonds being firm at 40-41c, and Brazils at 22 cents, an increase of 1 to 2 cents. Chestnuts are now plentiful at $2 peck. Jumbo roasted peanuts are quoted at 13c and fancy at 12c.

	Per lb.	
In shell—		
Almonds, Formigetta	0 15	0 16
Almonds, Tarragona	....	0 17
Brazils	0 21	0 22
Chestnuts, peck	....	2 00
Filberts, Sicily	0 12½	0 13
Filberts, Barcelona	....	0 09½
Peanuts, green, per lb.	0 10½	0 11
Peanuts, roasted	0 12½	0 14
Pecans	0 14	0 16
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Grenoble	0 16	0 16½
Walnuts, Marbots	0 15	0 15½
Walnuts, Cornes	0 13	0 14
Shelled—		
Almonds	0 40	0 41
Filberts	....	0 27
Peanuts	0 09	0 10
Pecans	....	0 75
Walnuts	0 32	0 35

DRIED FRUITS.—First shipment of Smyrna figs that reached city week ago were bought up quickly, and lively demand has continued for following ones, with prices ranging from 11 to 14 cents. Latest report is that rains occurring just as crop was being gathered and dried did considerable damage to quantity and quality. About 4,000 out of 21,000 tons estimated crop had been shipped at time.

Valencia raisins have been reinforced by California seeded and seedless and Malagas. Seeded are quoted at 9¾ cents for 16s., and 8 cents for 12s., and seedless about same. Malagas at 3¼-5½c.

Associated Raisin Co. raised price of fancy seeded, 1913 crop, on October 21, and announce "a further advance on all Muscatel raisins," owing to crop falling short 40 per cent. Thompsons and Sultanas are estimated at 37 per cent. short. Total raisin crop for California 70,000 tons, with all second crop going to vineries. Last year's reached 95,000 tons.

In new crop prunes, 50-60s. and 60-70s are more than usually scarce, and it looks as if Oregons must save situation,

Few new dates arrived this week. Package dates will be ¾ cent higher than old quotations, and Fards will be slightly higher. Hallowees will move at about 7 cents.

Apples, evaporated, new, per lb.	0 09	0 09½
Apples, evaporated, old, per lb.	....	0 08½
Apricots—		
Standard, 25 lb. boxes	0 16	0 18
Choice, 25-lb. boxes	0 18	0 20
Fancy	0 22	0 24
Candied Peels—		
Lemon	....	0 11
Orange	....	0 12
Citron	....	0 16
Currants—		
Filiatras, per lb.	....	0 06½
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	0 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ¼ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 07	0 07½
Package dates, per pkg.	0 06½	0 07½
Figs—		
Table figs, new, 3 and 4 crown	0 12	0 12½
Natural figs, in bags, lb.	0 05	0 07
Comadre figs, in taps, per lb.	0 04	0 04½
Elems, figs, in boxes, according to size, lb.	....	0 08
Peaches—		
Standard, 50-lb. boxes	....	0 08¼
Choice, 25-lb. boxes	....	0 08¾
Choice, 50-lb. boxes	....	0 08½
Raisins—		
Sultana, choice	0 10	0 12
Sultana, fancy	0 12	0 14
Valencia, new stock	....	0 08
Seeded, fancy, 1 lb. packets	....	0 09
Seeded, choice, 1 lb. packets	....	0 08¾

SPICES.—In New York markets red and black peppers are higher owing to scarcity, while white have declined with arrival of stocks. New crop of cloves large, but prices are firm. Locally celery is even easier than last week.

	5 and 10 lb. Tins.	¼ lb. pkgs., doz.	¼lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	23—28	72—0 90	90—1 15
Cloves	30—35	1 08—0 95	..—1 08
Cream tartar	30—33	....	....
Curry powder	..—35	....	....
Ginger	22—27	65—0 85	75—0 95
Mace	75—1 00	....	..—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	18—20	67—0 75	80—0 90
Peppers, white	28—29	95—1 10	1 10—1 20
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	75—0 00	75—0 00
Turmeric	16—18	....	....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Cardamom seed, per lb., in bulk	1 80	2 25
Carraway, per lb.	....	0 12
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 10	0 12
Celery seed, per lb., in bulk	0 30	0 35
Shredded cocoanut, in pails	0 18	0 20

RICE AND TAPIOCA.—Reports from rice fields in Louisiana and Texas are very bad, with almost one month of rain and storm. As result, crops could not be handled, and instead of unusually large crop and low prices, it is believed it will not exceed average.

Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	....	0 05½
Patna, per lb.	0 05½	0 06½
Japan, per lb.	0 05½	0 08
Java, per lb.	0 06½	0 07
Carolina, per lb.	0 08	0 10
Sago—		
Brown, per lb.	0 04½	0 06
White, per lb.	....	0 05½
Tapioca—		
Bullet, double goat	....	0 09½
Medium pearl	....	0 05
Seed pearl	....	0 05½
Flake	....	0 09½

DRIED VEGETABLES.—Beans are coming in very slowly, as farmers have not taken trouble to thresh much yet. Quality of Canadian continues first class.

		Per bushel.
Beans—		
Austrian H. P.		2 25
Canadian, extra H. P.		2 15
Canadian, extra H. P.	2 15	2 25
Yellow eyes		3 25
Brown		2 75
Peas, Canadian, per bushel		2 60
Green, imported, bush.		2 60
Barley, pot		3 10
Barley, pearl		4 75

CANNED GOODS.

Toronto, Oct. 30.—B. C. packers announced advance rise in prices on Clover Leaf, Maple Leaf and Horseshoe this week, to take effect on November 17. The new prices are 5 cents dozen tins over opening prices, and are as follows:

1 lb. talls, cases, per doz.	$2.00
1 lb. flats	2.12½
½ lb. flats	1.32½

These are for lots of five cases or less. For over five cases prices are 5 cents less.

Although definite information was not available at time of going to press, this advance was taken to represent coast increase of 25 cents per case of 4 dozen, referred to in Canadian Grocer some weeks ago, which would represent 6¼ cents. Fact that couple of weeks is given before advance takes effect should have result of stimulating buying, if, indeed, it needed stimulant. Reason for increase is given as abnormal demand, including Canadian and English, latter being very heavy.

Salmon—		
Fraser River Sockeyes—		
1 lb. talls, dozen	1 90	1 95
1 lb. flats, dozen	2 02½	2 07½
½ lb. flats, dozen	1 22½	1 27½
Northern River Sockeyes, dozen	....	1 90
Red Springs, dozen	....	1 80
Cohoes, dozen	....	1 45
Pinks, dozen	....	1 00

MANITOBA MARKETS.

POINTERS:—

Coffee—Up 1½c to 2½c per lb.

Prunes—Advance ½c per lb.

A somewhat more favorable trend in wheat prices has marked past week, continued downward tendency noticeable since crop started to move culminating in lower price than had been quoted for a previous period of twelve years began to cause alarm, for it was realized that percentage of profit under circumstances was very small.

Generally fine weather, with some sharp frosts, has been favorable to growers, but potato crop has been hard hit, and purchases for winter storage should be very closely scrutinized, or very serious losses may ensue.

Wholesalers report gratifying volume of business, and orders for larger supplies are coming, showing move on part of country dealers to carry heavier stocks. In retail circles city trade is good, with more activity in evaporated fruits and syrups now that many lines of fresh fruits are practically off market.

SUGAR.—Prices are steady at reductions recently quoted, and there is an average demand for this time of year.

	Per cwt. in bbls.
Sugar, Eastern—	
Extra standard granulated	4 95
Extra ground or icing	5 55
Powdered	5 35
Lumps, hard	5 85
Montreal yellow	4 55
Sugar, B.C.—	
Extra standard granulated	4 95
Yellow sugar, No. 1	4 55
Yellow sugar, No. 2	4 40
Yellow sugar, No. 3	4 30
Bar sugar	5 10
Icing sugar	5 30
Powdered sugar	5 10
H. P. lumps	5 80

Sugar packed in 100 lb. sacks 5c per 100 lbs. less.

SYRUPS.—There is somewhat better demand for syrups, which should improve as winter comes on. Good line to feature right now.

Corn Syrups—		
Barrels, per 100 lbs.	....	4 25
Cases, 20-lb. tins, ¼ doz. in case	....	2 77
Cases, 10-lb. tins, ½ doz. in case	....	2 76
Cases, 5-lb. tins, ½ doz. in case	....	2 88
Cases, 2-lb. tins, 2 doz. in case	....	2 48
Molasses—	Per gal.	
Barbadoes	0 45	0 50
New Orleans	0 33	0 35
Maple Syrups—	Per case.	
Imperial quarts, case 2 doz.	....	5 20
Imperial ½ gals., 1 doz.	....	4 75

DRIED FRUITS.—Prunes are marked up ½ cent per lb. Recent advances are attributed to decreased pack this year. In prunes estimated output is 50,000 tons, as compared with 105,000 tons last year. Raisins are estimated at 85,000 tons, as against 100,000.

		Per lb.
Apricots—		
Choice	....	0 16½
Standard	....	0 16
Slab	....	0 11½
Currants—		
Dry clean	....	0 07½
Wasbed	....	0 07¾
1 lb. package	....	0 08¾
2 lb. package	....	0 17¾
Figs, Cooking—		
Choice, boxes	....	0 06¼
Half boxes	....	0 06½
Half bags	....	0 05¼
Nectarines	....	0 11¼
Prunes, in 25-lb. boxes—		
90 to 100	....	0 06⅞
80 to 90	....	0 07⅜
70 to 80	....	0 08
60 to 70	....	0 08⅝
50 to 60	....	0 10¾
40 to 50	....	0 12
Raisins, Valencias—		
Fancy, off stalk, 28s, per box	....	2 20
4 crown layers, 28s, box	....	2 40
4 crown layers, 14s, box	....	1 25
4 crown layers, 7s, box	....	0 65
Raisins, Sultanas—		
Californias	....	0 09¾
Smyrnas	....	0 14

TEAS AND COFFEES.—As predicted in Canadian Grocer two weeks back, Rio coffee has had advance. Outlook is for higher prices, as best authorities anticipate considerable falling off in production with steadily increasing consumptive demand.

		Per lb.
Coffee—		
Rio, No. 5, green	....	0 14
Rio, roasted	....	0 20
Santos, green	....	0 16
Santos, roasted	....	0 21
Chicory, per lb.	....	0 11¼
Teas—		
China, blacks, choice	0 25	0 40
India and Ceylon, choice	0 32	0 49
Japans, choice	0 35	0 45

BEANS.—Beans are in fair demand, as is usual during winter months. Supplies for winter camps are now being sent out.

Beans—		
Austrian, hand picked	....	2 65
3 lb. picker	....	1 90
Peas—		
Split peas, sack, 98 lbs.		3 85
Whole peas, bushel	2 75	2 65
Barley—		
Pot, per sack 98 lbs.	....	3 45
Pearl, per sack 98 lbs.	....	4 75

NUTS.—Peanuts have declined in all lines, and new chestnuts are now on market retailing at 40 cents per lb.

		Per lb.
In shell—		
Almonds, Tarragona	....	0 16¼
Brazils	0 18	0 19
Filberts, Sicily	....	0 12¾
Peanuts, Jumbos, roasted	....	0 12½
Peanuts, choice, roasted	....	0 11
Pecans	....	0 22
Walnuts, Grenoble	....	0 16
Walnuts, Marbot	....	0 13½
Shelled—		
Almonds	....	0 41
Walnuts	....	0 31

PRODUCE AND PROVISIONS.—There are no changes this week in provisions, but decline in live hogs if long maintained will bring about cheaper lard and cured meats. Lard, butter, cheese and eggs are steady.

Cured Meats—		
Hams per ,b.	0 19	0 21½
Shoulders, per lb.	....	0 15½
Bacon, per lb.	0 20½	0 22½
Long clear, D.S., per lb.	....	0 13½
Mess pork, bbl.	....	28 00
Lard—		
Tierces, per lb.	....	0 13¼
50 lb. tubs	....	6 75
20 lb. pails	....	2 75
3 lb. tins, cases	....	8 55
5 lb. tins, cases	....	8 47
Butter—		
Creamery, per lb.	0 29	0 32
Dairy, per lb.	0 23	0 25
Cheese—		
Ontario, large, per lb.	....	0 16
Ontario, twins, per lb.	....	0 16¼
Eggs—		
Good eggs	....	0 25
Fresh gathered	....	0 35

SASKATCHEWAN MARKETS.

By Wire.

Regina, Oct. 29.—Wholesalers are busy booking Christmas lines. Canned goods shipments heavy. Large amount of canned goods booked by contract until June, to be taken as required. Following are changes for week:—Dried apples advanced ⅜c.; muscatel raisins dropped ½c; tomatoes dropped 30c per two dozen cases; creamery butter firmer.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 22	0 23
Butter, creamery, per lb.	0 30	0 32
Corn, standard, per 2 dozen	2 05	2 10
Cbeese, per lb.	0 16	0 16¼
Eggs, per dozen	0 30	0 31
Lard, 3's, per case	8 25	8 50
Lard, 5's, per case	8 15	8 45
Lard, 10's, per case	8 05	8 40
Cornmeal, 24s, 67¾c; 29s, $1.20-$1.25; 10-10s, $2.55-$2.75; 49s, $1.35; 98s	....	2 44
Flour, 24s, $2.85-$3; 49s, $2.80-$2.95; 98s	2 75	2 90
Rolled oats, 10-8s, $2.35-$2.36; 20s, 55-56c; 40s, 99c-$1.00; 80s	2 05	2 10
General—		
Lard, 20's, each	2 65	2 85
Flour and Cereals—		
Apricots, choice	....	0 19
Coffee, wbole, roasted, Rio	....	0 19
Currants, gulf cleaned	....	0 08¼
Dried apples, 50s	....	0 09⅜
Dried apples, 25s	....	0 09⅞
Evaporated apples, per lb.	....	0 09
Dried peaches, 25s	....	0 09
Dried peaches, cboice	0 090	0 09¼
Raisins, muscatels, 50s	....	0 07½
Raisins, muscatels, 25s	....	0 07¾
Raisins, Valencias, select, 28s	....	2 65
Raisins, seeded, choice	0 07½	0 09¼
Nuts—		
Almonds, wbole	....	0 17¼
Brazil	0 18	0 21
Filberts	....	0 14½
Walnuts	....	0 15½
Potatoes, per bushel	....	0 50
Prunes, 70-80, 25s	....	0 08¾
Beans, Ontario, per bushel	2 00	2 10
Beans, Hungarian, per bushel	2 45	2 65
Rice, per cwt.	4 35	4 40
Sugar, standard, gran., per cwt.	....	5 27
Sugar, yellow, per cwt.	....	4 87
Starch, standard, per case	....	2 80
Canned Goods—		
Apples, gals., case, $1.61; doz.	....	3 26
Corn, standard, per 2 dozen	2 05	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peacbes	....	2 91
Strawberries and raspberries	....	4 20
Tomatoes, standard, per dozen	....	2 65
Salmon, Sockeye, 4 doz. case, 1s	....	7 60
Sockeye, ½s	....	9 80
Ped springs, 1s	....	6 70
Coboes, 1s	....	5 40
Humpback, 1s	....	3 50
Starch—		
Laundry, 1s	....	0 08½
Corn, 1s	0 07	0 08⅜
Poultry—		
Turkeys, lb.	....	0 26
Geese, lb.	....	0 21½
Chickens, lb.	0 25	0 26
Fowl, lb.	....	0 19

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NEW BRUNSWICK MARKETS.

By Wire.

St. John, N.B., Oct. 29.—Business good, prospects bright, deliveries heavy, and collections average. Provisions are firm, and beef is likely to go higher, and pork also. Molasses is easier, but little change expected. New Canadian beans to hand, selling lower. Expect quotations on beans much lower than last year, but this is not definitely settled yet. Austrians are not coming over. Butter has advanced; creamery, 2 to 3 cents; dairy, 1 to 2 cents; cheese, ½ cent; eggs, fresh laid, 3 to 5 cents. Cornmeal declined 20 cents in barrels.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	0 16	0 16½
Bacon, American clear, per bbl	25 50	27 50
Pork, domestic, mess, per bbl	....	29 50
Butter, dairy, per lb.	0 26	0 28
Butter, creamery, per lb.	0 29	0 31
Cheese, new, per lb.	0 15	0 15¼
Eggs, in case, 30c; hennery	0 35	
Lard, compound, per lb.	0 11¼	0 11½
Lard, pure, per lb.	0 15¼	0 15½
Flour and Cereals—		
Buckwheat, W., grey, per bag	2 75	2 85
Cornmeal, gran., $5.50; bbls. $3.65; bags	....	1 75
Flour, Manitoba, per bbl.	....	6 25
Flour, Ontario, per bbl.	....	5 45
Rolled oats, per bbl.	....	5 40
Oatmeal, standard, per bbl.	....	5 95

Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Potatoes, barrel	1 40	1 50
Sugar—		
Standard granulated	....	4 60
United Empire	....	4 50
Brigbt yellow	....	4 30
No. 1 yellow	....	4 10
Paris lumps	....	5 75
Molasses, Barbados, fancy	0 38	0 39
Currants, 1s, per lb.	0 07¾	0 08
Raisins, California, seeded	0 08¾	0 09½
Rice, per cwt.	3 60	3 70
Beans—	Per bushel.	
Canadian white	2 25	2 30
Yellow eye	3 15	3 20
Canned Salmon—	Per 4 doz. case	
Pinks	4 25	4 75
Cohoes	7 40	7 60
Red spring	8 25	9 25
Salmon, Sockeye, 4 doz. case	....	7 60
Canned Fruits and Vegetables—		
Beans, baked	1 30	1 35
Beans, string	0 85	0 87½
Corn, dozen	0 95	1 00
Peas, No. 4	0 85	0 90
Peas, No. 3	0 87½	0 90
Peas, No. 2	0 90	0 95
Peas, No. 1	1 30	1 35
Peaches, 2's, dozen	1 32½	1 45
Peaches, 3's, dozen	1 97½	2 00
Raspberries, dozen	1 97½	2 00
Strawberries	1 97½	2 00

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SEPARATE PROVISION DEPARTMENT.

In the store of Wm. Durrance, corner Sherman & Cannon streets, Hamilton, Ont., a separate department is given over to meats and provisions. From the main store is a short passage way towards the rear into the provision department and a door from there leading out onto the side street. On the counter in this department is a meat slicer and computing scale—two valuable articles of equipment in selling more meat, in giving quicker and better service and in preventing loss by overweight.

Cured meats are displayed neatly and invitingly on pans on the counter and vegetables in season are shown in the window.

* * *

LEAKS IN THE GROCERY STORE

In a letter to the editor from a Kingston, Ont., grocer the other day appeared the following:

> "Short weight in goods continues. I weighed a 50-lb. can of coffee recently, and found it to be 2 lbs. short."

This once again demonstrates the necessity of the retailer weighing everything that comes into the store. Here was a shortage of 2 lbs. of coffee equal to probably 40 cents which would have been lost had not the weight been checked up on the scale. Only 48 lbs. could have been weighed out of that can while fifty would have been paid for.

Every merchant should make it a rule to weigh, count, or measure everything he buys. In a great many instances it would pay him almost to keep an extra man on the job to see that everything comes in according to invoice.

FLOUR and CEREALS

Rate Cutting, But Listed Flour Prices Keep Up

Export Offers Far Below Quoted Prices—Cornmeal Quotations in Toronto Cut from Competition—Drought Situation in Argentine Improved, and Wheat Drops Again.

Conditions in flour market are practically same as last week. In face of low price in wheat buyers will not take any more than is required for immediate needs, that is at quoted rates. Broker informed Canadian Grocer that some mills are cutting rates as much as 80 cents and loading up big bakers. "If anyone can get flour at such reduction it seems foolish not to take it, as wheat would appear to have reached close to low level, and soon, when supply slacks off, must go up," he declared. Some cables for flour are for January delivery, seeming to indicate that present requirements are filled. Manitoba wheat rose 1½c on Monday in Winnipeg, but declined ½c on Tuesday on receipt of word from Argentine that drought was less severe. This caused decline in Chicago and Toronto also. Price now is 12 cents below one year ago. Grain continues to be rushed forward far more quickly than it is being exported.

One year ago oats were selling at 49-50 cents; to-day at 38-40c. Prices of rolled oats compared as $2.50 to $2.22½.

MONTREAL.

FLOUR.—Considerable quantity of spring wheat flour was exported this week, and cable business was good. Prices have ruled pretty steady, but feeling is general that millers will make concession later on. This to very great extent may account for slackness of demand, which is simply for quantities to fill actual wants.

Manitoba Wheat Flour—	Car lots, in bags,	per bbl.
First patents	....	5 40
Second patents	....	4 90
Strong bakers'	....	4 70
Flour in cotton sacks, 10 cents per barrel more.		
Winter Wheat Flour—		
Fancy patents	....	5 00
90 per cent.	....	4 90
Straight roller	....	4 70
Blended flour	4 80	5 00

CEREALS.—Situation is unchanged this week. Demand for rolled oats is poor, and with supplies heavy, many look for decrease.

Cornmeal—		Per 98-lb. sack
Kiln dried	....	2 60
Softer grades	....	2 50
Rolled Oats—		90s, in jute.
Small lots	....	2 22½
25 bags or more	....	2 12½
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—Fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.		
Rolled wheat—		100-lb. bbls.
Small lots	....	2 85
Hominy, per 98-lb. sack	2 40	2 75

MILL FEEDS.—Demand slightly improved this week, but easing of oats and continuance of open weather hard on price maintenance.

Mill Feeds—		Car lots, per ton
Bran	....	22 00
Shorts	....	24 00
Middlings	....	26 00
Wheat moulee	....	28 00
Feed flour	....	34 00
Feed cornmeal, per cwt.	....	1 85

TORONTO.

FLOUR.—Situation as outlined above keeps demand light. Prices continue unchanged both in Manitoba and Ontario flours.

Manitoba Wheat Flour—	Small lots, in jute bags	per bbl.
First patent	....	5 30
Second patent	....	4 70
Strong bakers'	....	4 50
Flour in cotton sacks, 10c per bbl. more.		
Winter Wheat Flour—		
Fancy patents	4 70	4 90
90 per cent.	4 40	4 50
Straight roller	4 50	4 60
Blended flour	4 70	4 85

CEREALS.—Rate cutting, due to active competition in local field, continues merrily. Mention was made last week of rolled oats being offered at $2.05 in 25-bag lots, and this week cornmeal was sold to jobbers at 10 cent cut. Prices, however, continue unchanged for outside delivery, although as shipments from United States are coming in more freely decline would not be unlikely. While ordinarily rolled oats might be looked for to sag, present season of year brings altogether best demand, and with mills working to limit to supply demand reduction is contrary to ordinary business principles.

Cornmeal, per 98 lb. bag—		
Kiln dried, 25 bag lots	2 20	2 30
Rolled oats, per 90 lb. sack, in jute—		
Small lots	2 22½	2 25
25 bags to car lots	2 12½	2 17½
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal, standard and granulated, 10 per ceut. over rolled oats in 90 S, in jute.		
Rolled Wheat—		
50 lb. boxes	....	1 45
100 lb. barrels, small lots	2 80	2 90
100 lb. barrels, 5 bbl. to car lots	2 70	2 80
Split peas, 98 lb. bags	....	3 25

MILL FEEDS.—Seasonable demand for mill feeds tends to keep prices at present levels, although these are considered high in face of market values of wheat and corn.

Mill Feeds—		Car lots, per ton.
Bran	....	22 00
Shorts	....	24 00
Middlings	....	26 00
Wheat moulee	....	28 00
Feed flour, per bag	....	1 70

WINNIPEG.

FLOUR AND CEREALS. — Prices are steady and domestic trade good, with prospects for brisk winter demand on account of damage to potato crop. Export trade very dull.

Flour, Manitoba Wheat—		Per bbl.
Best patents	....	5 30
Second patents	....	4 60
First clears	....	4 20
Low grade	2 90	3 10
Jute bags, 10 cents less.		
Cornmeal, 98s	....	1 95
Rolled oats, 80s	....	1 85
Oatmeal, granulated, 98s	....	2 15
Wheat granules, bale, 16-60	....	3 25

TIME OF COMING AND GOING OF IMPORTED FRUITS.

(Continued from page 29.)

last year. The first shipment is expected in Toronto about November 15. Sicily has over 7,000,000 trees, and Italy proper about 1,000,000. Shipments last year exceeded 10,000,000 cases.

Prices at opening will be about one shilling higher in Sicily than one year ago, but lemons will not run so high as early this year, owing to more favorable conditions in California, unless, of course, frost strikes down the later crop next year.

Prices, however, promise to be pretty stiff during the next couple of weeks owing to the lateness of crops.

Fancy Grape Market.

In grapes, Tokays from California are expected to be done in about three weeks. The Spanish crop is quite moderate, and higher prices are expected. The scarcity of apples will have an effect in strengthening the demand for grapes in Great Britain and the United States. Already 12s. 6d. and 13s. are being paid in place of 11s. one year ago.

Florida grape fruit is a little greenish in color so far, as coloring has been delayed, as well as in oranges, by the hot weather. The first cars were rushed out rather ahead of the proper time, and growers will not be disposed to rush later shipments to market, especially as the crop is short. Some of the trees took on a new growth this month with the heat, and a few packing houses shut down. Jamaicas are in good shape and quite ready for use.

Bananas, as was mentioned last week in Canadian Grocer, have advanced in price as a result of the gradual disappearance of Canadian fresh fruits, especially peaches.

ALL HANDS READING IT.

The Canadian Grocer:—We had great pleasure in studying up last week's Canadian Grocer (Fall Number), all hands, clerks, etc., reading it up with much interest.

THEO. LEGAULT.

Sturgeon Falls, Ont.

FRUIT & VEGETABLES

Tariff Causes Jump in Potatoes; May Go Higher

Being Rushed from New Brunswick into States — Nearly All Canadian Fruits off Market — Apples Continue Very Firm — Oranges Advance with Scarcity—Last Lots of Tomatoes High.

MONTREAL.

GREEN FRUITS.—Trade is very slack, due to high prices asked for certain varieties. Fameuse and other apple varieties are out of reach of average consumer, while oranges also are pretty well up, so that box or two in store lasts for considerable time. Gifford Canadian pears are not selling any too well, quality being not up to mark.

Apples, Canadian, per bbl.—		
Alexander and other Falls, No. 1......	....	4 50
No. 2s, all grades, 75-$1 less than No. 1s.		
Fameuse, bbl.	7 50	8 00
Bananas, crate	2 00	2 75
Cranberries, Cape Cod, bbl.	8 50	9 00
Grapes, Tokay, 25-lb. box	2 25	2 50
Grapes, Niagara, 6-qt. bkt.	....	0 30
Grapes, Red Rogers, 6 qt. bkt.	0 30	0 35
Grapefruit, Jamaica, 54s, per case	....	5 00
Lemons, Verdelli, case	....	3 50
Oranges—		
Jamaicas, 126s to 250s	....	3 00
Late Valencias	6 00	7 50
Pears, Gifford, Canadian, 11-qt. bkt.	....	0 50
Pears, Gifford, Canadian, 8-qt. bkt.	....	0 30
Pears, Gifford, Can., per bbl.	....	5 00
Pears, Oregon, box	....	3 25
Pears, Bartlett, Can., per bbl.	....	6 00
Pears, Winter, 11-qt. .....bkt.	....	0 50
Peaches, Crawfords and Elberta, California, box	....	1 25

VEGETABLES. — Most interesting feature of vegetable market this week is strength of potato situation, prices having advanced ten cents per bag of ninety pounds, making price at present one dollar straight. Since tariff on American side was changed, prices have been very uncertain. Car load lots could be purchased from 60 to 65c per bag, but as soon as American buyers came over, steady increase was registered till 75-80c mark was reached. Later, Boston market weakened and Canadian situation eased in sympathy, but ere long demand from United States changed whole complexion of affairs and prices soared again. Today, prevailing quotation for carload is 85-90c. Just how long it will last is question but one thing is certain that American visits to this market will keep things keyed up, and tendency at present moment is upward. Tomatoes have advanced from 35 to 50 and 75 cents per basket.

Cabbage, per doz.	0 35	0 50
Celery, per doz. heads	0 35	1 00
Corn, bag	....	[illegible]
Cucumbers, Boston, doz.	....	2 00
Egg plant, basket of 12	....	0 75
Garlic, per lb.	....	0 10
Onions—		
Spanish, per case	3 25	3 50
Spanish, half case	....	1 75
Red Danvers, 75-lb. bag	2 00	2 25
Peppers, green, 11-qt. bkt.	....	1 00
Peppers, red, 11-qt. bkt.	....	1 50
Potatoes—		
Green Mountains and Quebecs, bag.	....	1 00
Potatoes, sweet, per bbl.	....	4 25
Potatoes, sweet, Jersey, hpr.	1 25	1 50
Turnips, Quebec, bag	....	1 25
Tomatoes, 11-qt. bkt.	0 50	0 75
Tomatoes, box 33 lbs.	1 75	2 00

TORONTO.

GREEN FRUITS.—Exit fruit market, and with it grapes, peaches, Canadian and California, and California pears. All wholesalers have withdrawn from summer and fall quarters in fruit market and are doing business at old stands. Few Canadian grapes seen but practically done and Tokays have market to themselves.

Malaga grapes are up 50 cents and run as high as $7 bbl. Bananas are rather firmer this week. Valencia oranges are quite firm and higher as supply is scarce. Citrons are plentiful and selling at .08 to 10 cents.

CANADIAN.

Apples—		
Snows, hand picked, bbl.	4 00	5 00
Wealthy, No. 1, bbl.	....	4 00
Wealthy, No. 2, bbl.	3 00	3 50
Cooking, bbl.	2 25	3 00
Snows, etc., bkt.	0 35	0 50
Talman Sweets, bbl.	2 50	3 00
Citrons, each	0 08	0 10
Pears, Clargos, 6-qt. bkt	0 50	0 60
Pears, Keefers	0 30	0 35

IMPORTED.

Apples, Jonathans, case, fancy, $2.50; extra	....	2 75
Bananas, per bunch	1 75	2 00
Cranberries, bbl.	....	8 50
Cranberries, box	....	3 25
Grapefruit, Jamaica, case	4 00	4 50
Grapes, Tokay, case	2 25	2 50
Grapes, Malaga, bbl.	5 50	7 00
Grapefruit, Florida, case	5 00	5 50
Oranges, California Valencias	5 50	6 50
Limes, box of 100	0 75	1 25
Lemons, Verdelli	4 00	4 50
Pears, California, ½ case, $2.25; case....	....	4 00
Pineapples, Floridas	....	3 75
Pineapples, Cubans	....	5 00
Pineapples, Porto Ricos	....	5 50
Pomegranates, case	4 00	4 25

VEGETABLES.—Expected results of United States tariff have at last become visible in prices of potatoes. Scarcity in New Brunswick forced price up 10 cents this week, and now price has reached $1 with Ontario's about same, although some jobbers quote latter at 5 cents less. One wholesaler sent out big list of wires to New Brunswick with orders at end of week but got no reply from single one, dealers there preferring, apparently, to ship to nearer market of Boston which costs 12 cents, compared with 20 cents per bag to Toronto. Most wholesalers declare prices will be firmer yet, probably 10 cents higher, as Ontario's will soon be out of market for immediate supply as growers are starting to store in hope of heavy advance in few months. Prices by car lots for new Brunswick's and Ontario's is 85 and 90 cents, which is 15 to 20 cents higher than ruling prices before United States tariff bill started to influence Canadian market. Sweet potatoes continue to arrive freely and are again lower, 25 cents a barrel, to $3.50. Tail end of red tomatoes brought 40 to 75 cents basket, while green were steady at 50 to 75 cents bushel. Beets were up 5 cents bag, and turnips down to 50 cents. Green and red peppers and corn are finally off market. Pumpkins are arriving in fair quantities.

Beets, Canadian, per bag	....	0 95
Cabbage, case	....	1 00
Carrots, Canadian, bag	....	0 90
Cauliflower, dozen, large	1 50	1 75
Squash, bbl.	....	1 50
Potatoes, Ontario, bag	0 95	1 00
Potatoes, New Brunswick, bag	1 00	1 05
Sweet potatoes, hamper	....	1 25
Sweet potatoes, bbl.	....	3 50
Parsley, bkt.	0 30	0 40
Egg plant, basket of 12	0 40	0 60
Gherkins, 6-qt. basket	0 75	1 25
Mushrooms, per lb.	....	0 75
Onions—		
Spanish, crate	3 00	3 25
Large cooking, bag	1 75	1 85
Celery, domestic, doz.	0 20	0 25
Tomatoes, red, basket	0 40	0 75
Tomatoes, green, bushel	0 50	0 75
Tomatoes, green, basket	....	0 20
Pumpkins, each	0 08	0 10
Turnips, bag	0 50	0 60
Vegetable marrow	0 15	0 25

WINNIPEG.

FRUITS AND VEGETABLES. — Vegetables generally are up in price. Apples are generally somewhat scarce and dear. Among new lines quoted are Malaga grapes and Florida oranges. Plums and peaches are off market.

Florida grape fruit, case	....	6 50
Apples, box	2 25	2 50
Apples, Ontario, bbl.	5 00	6 50
Cranberries, Cape Cod, bbl.	....	10 00
Potatoes, loads	....	0 35
Potatoes, car lots	0 32	0 35
Tokay grapes, case	....	3 00
Malaga grapes, kegs	6 50	8 50
Cocoanuts, dozen	....	1 25
Washington pears, crate	....	3 25
Bananas, per bunch	2 50	3 50
Californian lemons, crate	....	10 00
Messina lemons	....	7 50
Valencia oranges	6 50	7 00
Florida oranges, case	....	5 50
Evaporated cranberries	....	3 50
Imported honey, box	....	5 50
Ontario tomatoes, basket	....	0 75
Ontario pears, basket	....	0 40
Valencia onions, 140-lb. crate	....	3 75
Spanish onions, 40-lb. crate	....	1 75

* * *

To IRA D. MOORE, in charge of the Toronto sales office of the Quaker Oats Co. Mr. Moore was born in Peterboro, Ont., on Nov. 3, 1884. He went into the Peterborough office of the above named company ten years ago and has been with the firm ever since.

PRODUCE & PROVISIONS

Eggs Still Soaring; High Prices Likely for Months

Almost Any Price For New-laids—Hog Products Await More Definite Conditions Before Moving—Butter Easier in Montreal—Cheese Firmer Again.

Provision market again found chief interest in eggs this week and upward movement continued sharply, amounting to 1 and in case of "straights" (storage) to 2 cents. New laid are extremely scarce, even more so than last week, and are mentioned with bated breath.

Wholesaler expressed opinion to Canadian Grocer this week that "egg market is in very healthy condition and promises to continue so for next six months." He does not believe that slump extended to Canada last spring with disastrous results to dividends is possible again. He points out that one year from now U.S. dealers were heavily overstocked and prices in Canada as result, several cents lower than at present. This year hot weather in corn States lessened production and stocks are far lighter and prices higher over there. Hence with Canada consuming all that can be produced, and more, certain portion must be imported about first of February next, about time new laids here begin to come in somewhat freely and public tire of storage stock.

Situation in hogs this week is uncertain. Up to two weeks ago there was steady downward movement. This was checked then, and market advanced 25 cents. Present rate is not expected to continue however, long, although he who would dare predict hog prices one month from now would be unduly venturesome.

At Montreal Board of Trade fears were expressed that butter and cheese interests of Quebec and Ontario would be injured at four points: by shipment of milch cows to States and Northwest; by export of milk to States; by export of cream to States; and by diversion of milk to feeding and rearing calves through present jump in prices of cattle.

At Toronto Produce Exchange on Monday, September cheese sold at 13⅞ or ⅝ above highest two weeks ago. Two hundred cases storage sold for 28 cents, but 28½c is Exchange record so far.

Following were boarded:

BUTTER— Dairy, 50 boxes market prints, 24c not sold; creamery, 100 boxes solids, June finest, 26¾c asked, not sold: do 100 boxes solids, June finest, 26c asked, not sold; do 200 boxes solids, June finest, 27c asked, not sold.

EGGS—200 cases storage C.C.F.C., 28c asked, sold.

CHEESE—50 large September parf., 13¾c asked, not sold; do 25 large September parf., 13¾c asked, not sold; do 25 twins, September parf., 13⅞c asked, sold; do 25 twins, September parf., 13⅞c asked, sold.

MONTREAL.

PROVISIONS.—There is good steady demand, and prices for all lines have been maintained. Both local and country buyers seem to be replenishing stocks freely in anticipation of change, though conditions at present moment do not warrant any alteration in price one way or other. Lard is more active of late and there is very strong undertone to market.

Hams—		Per lb.
Light, under 12 lbs.	....	0 20
Medium, 12 to 20 lbs.	....	0 19½
Large, 20 to 40 lbs.	....	0 19
Backs—		
Plain, bone in	....	0 23½
Boneless	....	0 26
Peameal	....	0 26
Bacon—		
Breakfast	0 20	0 21
Roll	....	0 17
Shoulders, bone in	....	0 16
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled	0 30	0 30½
Hams, roasted	....	0 31
Shoulders, boiled	....	0 27
Shoulders, roasted	....	0 28
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—		Per bbl.
Heavy short cut mess	....	30 00
Heavy short cut clear	....	30 00
Clear fat pork	....	28 00
Clear pork	....	26 50
Lard, Pure—		Per lb.
Tierces, 375 lbs. net	....	0 14½
Tubs, 50 lbs. net	....	0 14½
Boxes, 50 lbs. net	....	0 14½
Pails, wood, 20 lbs. net	....	0 14¾
Pails, tin, 20 lbs. gross	....	0 14½
Cases, 10-lb. tins, 60 in case	....	0 15
Cases, 3 and 5-lb. tins, 60 in case	....	0 15¼
Bricks, 1 lb. each	....	0 15¾
Lard, Compound—		
Tierces, 375 lbs. net	....	0 10½
Tubs, 60 lbs. net	....	0 10¾
Boxes, 50 lbs. net	....	0 10½
Pails, wood, 20 lbs. net	....	0 11
Pails, tin, 20 lbs. gross	....	0 10½
Cases, 10-lb. tins, 60 in case	....	0 11¼
Cases, 3 and 5-lb. tins, 60 in case	....	0 11½
Bricks, 1 lb. each	....	0 12¼
Hogs—		Per cwt.
Live, f.o.b.	9 00	9 25
Live, fed and watered	9 35	9 50
Dressed	13 25	13 60

BUTTER.—Market is weaker at moment, there being no apparent buying desire on part of dealers either for local or country account. Generally very strong undertone is noticeable in market this time of year as supplies are hardly ever too plentiful, but no requests from Western buyers have been made of late with result that supplies are heavier than is customary at this time. It is generally believed that butter which has gone West of late was purchased here earlier and held in cold storage.

Receipts from May to end of week were 406,642 packages compared with 393,230 year ago.

Butter—		Per lb.
Creamery prints, fresh	....	0 30
Creamery solids	....	0 29½
Dairy, prints or solids	0 23	0 24
Separator, prints or solids	0 23½	0 24½

EGGS.—"Market is bound to go up." That's pretty straight from the shoulder but still it is from reliable wholesaler and as an indication of strength of his statement one cent increase is already registered.

Eggs, case lots—		Per dozen.
New laids	0 41	0 42
Selects	....	0 33
No. 1s	....	0 29
No. 2s	....	0 25
Splits	....	0 24
New laid eggs, in cartons	....	0 43

CHEESE.—Early last week easy feeling prevailed, prices declining shade at country points, but to-day there has been much heavier demand from across the water and general firmness characterizes market. Tail-end stock has been pretty well cleared up as prices were satisfactory to exporters. Demand was principally for colored goods.

Receipts are beginning to show dropping off as a number of factories have closed down for the season. Receipts for last week were 38,086 boxes, decrease of over 20,000 boxes compared with corresponding period last year. Quotations locally are unchanged so far, market, though, showing advancing tendency.

Cheese, White or Colored—	New.	Old.
Large	0 14	0 15
Strong	....	0 16—0 17
Twins	0 14½	0 15
20 lb. new	0 15—0 15½	....
Stilton	.. .	0 17

POULTRY.—Demand could be better, as prices are not out of reach. Still dealers expect dropping off after Thanksgiving always. Turkey is firm, while ducks are not receiving much attention.

Fresh stock—	Live.	Dressed.
Broilers, per lb.	0 22—0 24	....
Broilers, per pair	......	1 25
Ducks, milk fed	0 14—0 15	0 20—0 22
Ducks, old	0 12—0 13	0 14—0 16
Fowl	0 14—0 15	0 17—0 18

TORONTO.

PROVISIONS.—Hog prices, after series of declines, have gradually been firming up, and this week advanced 25 cents to $8.65, with $8.75 also paid for large proportion of lots. Demand last couple of weeks has increased steadily, and supply on other hand has remained light, so that expectations of packers of lower prices, even under $8.25, have been disappointed. They still expect market to go down. In reference to prophecy that West will send hogs to East before Christmas, packer explained that no movement for several weeks is anticipated until farmers get done with threshing and forwarding grain.

In spite of couple of weeks of higher hog prices, products have remained steady but firm, and if decline in hogs is in sight within couple of weeks no advance in ham or bacon is expected. Demand for lard, pure and compound, continues to improve.

Hams—		
Light, per lb.	....	0 20
Medium, per lb.	....	0 19½
Large, per lb.	0 10	0 19
Backs—		
Plain, per lb.	....	0 23
Boneless, per lb.	....	0 25
Pea meal, per lb.	0 24	0 25
Bacon—		
Breakfast, per lb.	0 20	0 21
Roll, per lb.	0 16	0 16½
Shoulders, per lb.	0 14½	0 15
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 15½	0 16
Long clear bacon, heavy	0 15	0 15¼
Cooked Meats—		
Hams, boiled, per lb.	....	0 29
Hams, roast, per lb.	....	0 30
Shoulders, boiled, per lb.	....	0 22½
Shoulders, roast, per lb.	....	0 23½
Barrelled Pork—		
Heavy mess pork, per bbl	24 00	25 00
Short cut, per bbl.	28 50	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	0 13¾	0 14
Tubs, 60 lbs., per lb.	0 14	0 14¼
Pails, 20 lbs., per lb.	....	0 14½
Pails, 3 and 5 lbs., per lb.	....	0 15¼
Bricks, 1 lb., per lb.	....	0 15½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10½
Tubs, 60 lbs., per lb.	0 10½	0 10¾
Pails, 20 lbs., per lb.	0 10¾	0 11
Hogs—		
F.O.B., live, per cwt.	8 65	8 75
Live, fed and watered, per cwt.	9 00	9 10
Dressed per cwt.	12 50	12 75

BUTTER.—Market has become firmer this week, though not quotably. Supply of fresh is becoming scarcer, as summer factories are closing down; but when cheese factories switch over for winter butter making receipts will be heavier. Meanwhile large stocks of storage are ample for demand. Conditions of butter market for future are regarded as uncertain, and much will depend on New Zealand and Australia.

Butter—		
Creamery prints, fresh	0 28	0 30
Creamery solids	0 26	0 27
Dairy prints, choice	0 22	0 24
Dairy solids	0 20	0 22
Separator prints	0 23	0 26

EGGS.—At least 95 per cent., probably more, of eggs sold now are storage. New laids, guaranteed, sell readily at 40 cents, even without cartons, and some shade higher, retailing at 50c. Scarcity is so great, however, that they have ceased to come under ordinary market conditions. "So far as consumers are concerned," said large buyer, "we could pay 50 cents for sale retail at 60c, but what good would it do? All advance would go to farmers, not to us, or retailers, and at such high prices conditions would be on unnatural basis."

Storage, selects, are up to 31-33c, and "straights," or No. 1 stock, jumped 2 cents to 30-31c. No. 2's are at 25c and splits same. Better grades of No. 2's, that is those chipped only, sell readily at 26c and even 27c. Last year new laids were only 32-35c.

Eggs, case lots—	Per dozen.	
Strictly new laid	0 35	0 37
Strictly new laid, in cartons	0 37	0 40
Fresh eggs	....	0 32
Storage, selects	0 31	0 33
Storage, No. 1 stock	0 30	0 31
No. 2s	....	0 25
Splits	....	0 25

CHEESE.—Market is better this week than for several months, as export demand has firmed it up, even though only small fraction. Cable from New Zealand reports very hot and dry spell there, which may improve situation for Canadian in English market, as high prices in Canada have affected sale there. Improved demand, of course, is for August-September make rather than October, which is seldom regarded as equal to earlier. Wire from London says Siberian cheese is being received on English market and selling at 60s. to 62s, compared with 64s to 65s. for Canadian. This competition, in addition to New Zealand's, is ascribed to high prices of Canadian.

Cheese—		
Old, large	0 14¾	0 15
Old, twins	0 15	0 15¼
New, large	0 14¼	0 14½
New, twins	0 14½	0 14¾

HONEY.—Buck wheat is somewhat easier this week, being 7c for bbls., and clover shows no signs of advancing, and will not as long as present ample supply lasts.

Clover, bbls., per lb.	0 09	0 09½
60, 30-lb. tins, per lb.	....	0 10
10, 5-lb. tins, per lb.	....	0 10½
Buckwheat, bbls.	....	0 07
Buckwheat, tins	....	0 07½
Comb	2 25	2 75

POULTRY.—Thanksgiving prices still continue, with turkeys around 22 cents dressed, and very scarce. They will not be ready in any quantity for three weeks. Geese will be cheaper soon, as supply is large.

Frozen Stock—	Per lb.	
Turkeys, dressed	0 24	0 25
Fresh Stock—	Live.	Dressed.
Broilers, spring	0 13	0 15
Ducks, spring	0 12	0 15—0 16
Fowl	0 10	0 12
Chickens, lb.	0 13	0 16—0 17
Geese	0 10—0 11	0 13—0 15
Turkeys, spring	0 17	0 22
Turkeys, old Tom	0 14—0 18	0 16—0 18

SYSTEMATIZING ADVERTISING CAMPAIGN.

(Continued from page 28.)

On the first page he keeps a record of the first accepted estimate and all others following later during the year. These he attaches with a little gum at the top only, so that by pasting in one below the other and a little lower down the page a great many inserts may be made on one sheet.

Then come the original copies of all instructions sent out to the different papers for inserting advertising. Two forms he employs for these, as shown in Fig. 2 and Fig. 3. Fig. 2 shows a form suitable in sending out instructions for an ad. to be set up and run for the first time. Fig. 3, on the other hand, is more adapted for sending out an ad. which has been employed at some previous date.

Following these, he sets apart a section with index on flyleaf, devoted to pasting in copies of all advertisements run. Each ad. is given a number, under which it is entered in the index, and by which it is known afterwards if referring to it again.

A Good Suggestion.

He particularly advocates the saving of ads. set up for special occasions. These he claims can be of great value in writing copy later, not only as suggestions, but if advisable to avoid repetition. Progress in copy writing can be determined from the records here shown, and also by keeping track of results the ad. writer is given a better idea of determining what style of copy or what layout of ad. is the most effective.

Keeping An Eye On Cuts.

To complete the system he would add a filing system for keeping track of all cuts used. To each he would give a number, not only for ease in referring to it later, but also for filing purposes.

TWENTY YEARS AGO IN THE GROCERY TRADE

Following items are from Canadian Grocer of Nov. 3, 1893:—

> "W. G. A. Lambe & Co., Toronto, are removing to 69 Front street, east, south side, three or four doors east of Church street."

Editorial Note.—This firm are to-day on Front street, at corner of Scott St.

* * *

> "The market for canned goods in Montreal is fairly active, but a striking feature this fall is the determined disposition of jobbers not to load up for any lengthy time ahead. Prices generally are steady, and although low offers on canned salmon are spoken of the best figure that we can hear of in round lots is $1.10, and this is not for red salmon but pink, while choice red sockeye would certainly cost $1.20 to $1.25. Tomatoes are meeting with fair enquiry, but although 80c is quoted some Western canners say they will not sell under 85 to 90c., and the same price applies to corn and peas, with possibly a slight premium demanded in some cases on peas."

Editorial Note.—This gives a glimpse of the canned goods market in 1893. It will be observed that prices of salmon and tomatoes were considerably lower then than now, but that corn and peas show little difference. When the fact is considered that quality in canned goods has advanced much in the last twenty years it will be seen that canned fruits and vegetables are to-day comparatively cheap.

FISH AND OYSTERS

Fish Prices Firmer Owing to Small Supplies

Baffin's Bay New Source of Supply—Smoked Fish Used at Coast Through Scarcity—Lack of Ice in Maritime Provinces.

MONTREAL.

FISH.—Business, considering unfavorable nature of weather, is as good as can be expected. Fresh fish hold on pretty well but on account of bad weather supplies have not been up to expectations. As result, prices have ruled firm. Situation in salt and prepared is not improving as far as receipts are concerned and price of green cod, a staple line is likely to advance, though some are of opinion that with fair weather more fish will come to market. Labrador salmon and pickled sea trout are plentiful. Round lot was received this week by local firm from Baffin's Bay, a new fishing territory, discovery of which is credited to Capt. Bernier. Stock was high class, red and plump and it is pretty certain that this will prove valuable addition to Canada's fishing ground.

Fresh haddock, codfish, haddies and fillets are scarce.

Fresh Fish—		
Bluefish, per lb.	....	0 18
Carp, 100 lb. boxes, per lb.	0 10	0 11
Cod, market, 250 lb. cases, per lb.	....	0 06
Doree, 100 and 150 lb. cases, per lb.	0 11	0 12
Flounders, per lb.	0 06	0 07
Frogs legs, large, per lb.	....	0 50
Frogs legs, small, per lb.	....	0 25
Haddock, per lb.	0 05	0 06
Halibut, per lb.	0 11	0 12
Herring, per 100 fish, large	....	3 00
Mackerel, lb.	....	0 12
Perch, dressed, per lb.	0 09	0 10
Pike, dressed, per lb.	0 08	0 09
Salmon, B.C., per lb.	0 15	0 18
Salmon, Gaspe, per lb.	0 18	0 20
Steak cod, per lb.	....	0 07
Smelts, per lb.	....	0 12
Sword fish, per lb.	0 09	0 10
Turtles, small, per lb.	....	0 15
Whitefish, per lb.	....	0 12
Shell Fish, Fresh—		
Clams, per barrel	....	7 00
Lobsters, live, per lb.	....	0 30
Lobsters, boiled, per lb.	....	0 32
Oysters, bulk, standards, per gal, $1.50; Selects	....	1 80
Oysters, solid meat, standards, per gal., $1.80; selects	....	2 00
Oysters, Cape Cod, shell	....	9 00
Oysters, Malpeques, shell	9 00	10 00
Periwinkles, per bushel	....	2 50
Prawns, per gal.	....	2 00
Scallops, per gal.	....	3 00
Shrimps, per gal.	....	2 00
Frozen Fish—		
Haddock, per lb.	0 04½	0 05
Herring, per 100 fish	....	1 50
Pike, per lb.	....	0 06
Smelts, fancy, per lb.	0 12	0 13
Smelts, No. 1, per lb.	0 08	0 09
Salmon, fancy, Spring, per lb.	0 14	0 15
Salmon, Gaspe, per lb.	0 15	0 16
Salmon, Qualla, per lb.	0 07½	0 08
Whitefish, per lb.	0 07	0 10
Prepared Fish—		
Boneless fish, 20 lb. boxes	0 06	0 07
Cod, boneless, 20 lb. boxes, 2 lb. blocks	0 07	0 08
Cod, pure, 3 lb. box, per lb.	....	0 15
Cod, boneless strip, 30 lb. box, lb.	....	0 10
Cod, shredded, box of 2 doz.	....	1 80
Cod, skinless, per 100 lb. box	6 50	7 00
Cod, dried, per 100 lb. bundle	....	7 00
Pollock, dried, per 100 lb. bundle	....	6 50
Salted and Pickled Stock—		
Cod, green, ordinary, per 200-lb. bbl.	....	9 00
Cod, green, white napes, per 200-lb. bbl	9 50	10 00
Haddock, No. 1 green, per 200 lbs.	....	8 50
Herring, Gaspe, No. 1, ½ bbls., $2.75; bbls.		6 00
Herring, N. S. per ½ bbl.	....	3 00
Herring, N. S., per bbl.	....	5 50
Herring, Holland, per keg, 75c; per ½ bbl., $5.00 to $6.00; per bbl.	9 00	10 00
Herring, Labrador, ½ bbl., $3.25, bbl.	....	5 75
Herring, Scotch, keg of 12 lbs. net, $1.25 to $1.35; ½ bbl.	7 50	8 00
Mackerel, No. 1, 20 lb. kits, $1.75, ½ bbl., $7.00; bbl.	....	12 00
Salmon, Labrador, ½ bbl., $8.00 to $9.00, bbl.	14 00	15 00
Trout, lake, kegs	....	7 00

TORONTO.

FISH.—Brisk demand for fish still awaits colder weather but in the absence of frost the present sales are quite satisfactory. Fresh whitefish, which has been off for several weeks, is coming in in small supply from the lakes, and most that is sold is frozen. Price is quoted for frozen at 1 cent higher while fresh is at same price, 3 cents lower owing to supply coming in. Fresh halibut is permanently off and frozen alone is being handled. Qualla salmon is scarce and has advanced 1 cent.

Frozen Fish—		
Roe shad, weight 3 lbs., each	1 00	1 25
Whitefish, per lb.	....	0 12
Halibut	0 10	0 11
Salmon, Qualla	....	0 10
Salmon, Cohoe	....	0 12
Fresh Caught—		
Blue fish, lb.	0 14	0 16
Frogs legs, lb	....	0 65
Haddock, per lb.	0 06½	0 07
Herring, per lb.	....	0 08
Lobster, live, lb.	....	0 45
Lobster, boiled, lb.	....	0 45
Mackerel, weighing 1½-3 lbs., each	0 15	0 25
Pickerel, yellow, per lb.	....	0 12
Pike, per lb.	....	0 08
Salmon, B.C., per lb.	0 15	0 16
Steak, cod, per lb.	....	0 09
Trout, per lb.	0 11	0 12
Whitefish, per lb.	....	0 12
Flounders	....	0 08
Smoked—		
Fillets of haddie	....	0 12
Finnan haddie, per lb.	....	0 08
Kippers, new, box of 40 and 50	....	1 25
Bloaters, box of 60	....	1 30
Digby herring, per bundle	....	0 90
Prepared—		
Cod, quail on toast	....	0 07½
Cod, steak	....	0 08½
Cod, Imperial, 25 lb. pck.	....	0 07
Salted and Pickled—		
Herring, Holland, new—		
Milkers	....	0 85
Mixed	....	0 80
Herring, Labrador, bbl.	....	6 50
Herring, sea, pails	1 25	1 50
Mackerel, pail	....	2 25
Oysters, bulk—		
New York counts, gal.	....	2 00
Extra selects, gal.	1 90	1 95
Straights, gal.	1 65	1 75
Oysters, Shell—		
Malpeques, bbl.	11 00	12 00
Torbays	11 00	12 00
Rockaways	8 50	9 00
Blue Points	8 50	9 00
Oyster Bay counts	8 00	8 50

HALIFAX, N.S.

FISH.—There was very little improvement in local fish markets this week. While weather was more favorable for fishing operations along coast, fishermen marketed only small quantities of fresh fish, principally cod and haddock. Demand for fish continues to improve and dealers say this is due in large measure to high price of fresh meats. Good markets are open for all fish offering, and there are times when all orders from outside points cannot be filled.

Sales of smoked are heavy, particularly haddies and kippered herring. In pickled fish, herring are now leading sellers, mackerel being scarce and high. There is about average demand for salt codfish. Several vessels from Newfoundland ports arrived here few days ago with full cargoes of dry cod, and pickled herring in barrels.

ST. JOHN, N.B.

FISH.—For past week or so local fish market has been almost unsupplied, with nothing left over for shipment. Continued bad weather has made fishing almost impossible and scarcity of bait has had influence. Practically only fresh fish coming in is haddock with few small sized herring. Even handling of this amount has worried dealers, however, owing to fact that supply of ice in both New Brunswick and Nova Scotia has been exhausted and mild weather still continued need for ice. In meantime there is not enough fresh fish to supply local market much less to leave any margin for packing and prices are running high.

WINNIPEG.

FISH AND POULTRY.—Chickens have cheapened since Thanksgiving Day rush, and are down 2c. Fish and oysters are steady and in good demand.

Fish—		
Codfish	....	0 10
Halibut	....	0 12
Pickerel	....	0 08
Salmon	....	0 14
Trout	....	0 12½
Whitefish	....	0 08½
Oysters—		
Imperial gallon	....	2 25
Large tins, 4 1-6 gals.	....	10 50
Cured—		
Kippered herrings, box	....	1 75
Holland herrings, keg	....	0 75
Salt mackerel, kits	....	2 75
Poultry (live)—		
Chickens, per lb.	....	0 14
Turkeys	....	0 14
Geese	....	0 10
Ducks	....	0 10

◆

AN ERROR CORRECTED.

In the issue of Canadian Grocer, October 17, a typographical error occurred in the advertisement of the Connecticut Oyster Co. on page 42. The parafined lined liquid containers were advertised as follows:—

Prices F.O.B. Factory, Sombra, Ontario:
Half Pints .... $12.00 per dozen
Pints ... . 14.00 "
Quarts .... 16.00 "

This should, of course, have read:—

Prices F.O.B. Factory, Sombra, Ontario:
Half Pints ......$12.00 per thousand
Pints ... . 14.00 "
Quarts .. .. 16.00 "

The business of the "SEALSHIPT" Oyster System's Canadian Branch has been taken over by us. We can fill all orders promptly for "SEALSHIPT" Oysters or equipment.

Higher Efficiency

You realize that what you deliver to your customer must meet every expectation if complete satisfaction is to be experienced. Not only must you be particular about the goods you deliver, but also your service, as service is growing to be more and more important.

Do you realize that when we get a man's order for oysters, that he writes or wires us for the express purpose of obtaining oysters? As a matter of fact he could have nothing else in mind as we confine our sales to oysters.

In order to get the Dealer to do this you must understand that it is necessary for us to put up a proposition that merits more than casual attention, as perhaps that same merchant is ordering goods from one or more concerns in the same mail who handle oysters as a side line.

It brings it down to a question of efficiency. We devote our entire time and attention to the one thing we know best. If you are to handle oysters you should obtain the best thing possible. You can afford nothing short of it, as unless this is done your neighbor has the advantage in "higher efficiency."

We handle nothing but Northern grown stock, and the oysters we are shipping this season are the best we have seen in years.

If you are to handle oysters you should be in line the First of October, before your local business settles into definite channels.

If the oysters the Trade receive early in the season are satisfactory, they are likely to continue with that same store throughout the season.

We want your business. Will you not correspond and give us an opportunity to explain our proposition in detail.

CONNECTICUT OYSTER CO.

"Canada's Exclusive Oyster House"

50 JARVIS ST. TORONTO

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5-lb. size, $8.25; 1-lb. tins, $2; 12-oz. tins, $1.60; 8-oz. tins, $1.20; 6-oz. tins, 90c; 4-oz. tins, 65c; 5c tins, 40c.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER.

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 8, 2½-oz., 4 dozen......	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15, and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books ..each	0 04
100 books and over, each.	0 03½
500 books to 1.000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancake Flour per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack ....$	2 15
Raspberry, red, h'vy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry.	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 65
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Strawberry	0 13
Black currant	0 13
Raspberry	0 13

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz..	4 60
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz...	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb. ..	0 20
Soluble, bulk, No. 2, lb. ..	0 18
London Pearl, per lb.	0 22

Special quotations for Cocos in barrels, kegs, etc.

Unsweetened Chocolate—	
Supreme chocolate, ½'s 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz...	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26
Icings for Cake—	
Chocolate, white, pink, lemon orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz...	0 90
Chocolate Confections—per lb.	
Maple buds, 5-lb. boxes ..	0 37
Milk medallions, 5-lb. bxs.	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil Wafers , No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. bxs.	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes ..	0 37
Lunch bars, 5-lb. boxes ..	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box. ..	1 36
Royal Milk Chocolate. 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars, per box	0 85

EPPS'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N. S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy chocolate, ½'s..	0 26
" Vanilla sticks, per grs.	1 00
" Diamond chocolate, ½s.	0 24
" Plain choice chocolate liquors	20 30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb.; Caracas tablets, 5c cartons, 40 cartons to box. $1.25 per box.

The above quotations are f.o.b. Montreal.

Window Displays Wanted

Many good window displays are going to waste all over the country—that is so far as the trade in other towns and cities are concerned. Next time you or your clerks dress an attractive window—one that makes many sales—why not get a photograph of it and send it in to The Canadian Grocer. We are on the lookout for all good window displays. Their publication shows our readers from Halifax to Vancouver how other grocers sell things by window display. It will also help you and your clerks to surpass former efforts each time a window is trimmed. Send the next good one along—whether it be canned goods, preserved fruits, green fruits and vegetables, or housecleaning lines.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per Case.
Eagle Brand, ea. 4 doz.....	$6 00
Reindeer Brand, ea. 4 doz.	6 00
Silver Cow Brand, ea. 4 doz.	5 40
Gold Seal Brand, ea. 4 doz.	5 25
Mayflower Brand, ea. 4 doz.	5 25
Purity Brand, ea. 4 doz...	5 25
Challenge Brand, ea. 4 doz.	4 75
Clover Brand, ea. 4 doz.....	4 75

Evaporated (Unsweetened)—

St. Charles Brand, small, ea. 4 dozen	2 00
Peerless Brand, small, ea. 4 doz.	2 00
St. Charles Brand, Family, ea. 4 doz.	3 90
Peerless Brand, Family, ea. 4 doz.	3 90
Jersey Brand, Family, ea. 4 doz.	3 90
St. Charles Brand, tall, ea. 4 doz.	4 50
Peerless Brand, tall, ea. 4 doz.	4 50
Jersey Brand, tall, ea. 4 dozen	4 50
St. Charles Brand, Hotel, ea. 2 doz.	4 25
Peerless Brand, Hotel, ea. 2 doz.	4 25
Jersey Brand, Hotel, ea. 2 doz.	4 25
St. Charles Brand, gallons, ea. ½ doz.	4 75
"Reindeer" Coffee & Milk, ea. 2 doz.	5 00
"Regal" Coffee and Milk, ea. 2 doz.	4 50
"Reindeer" Cocoa & Milk, ea. 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 36
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ¼	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50lb. case.

Terms—Net 30 days prepaid.

FLAVORING EXTRACTS. SHIRRIFF'S

Quintessential.

1 oz. (all flavors) doz.....	1 05
2 oz. (all flavors) doz......	2 00
2½ oz. (all flavors) doz....	2 30
4 oz. (all flavors) doz......	3 50
5 oz. (all flavors) doz......	4 50
8 oz. (all flavors) doz......	6 50
16 oz. (all flavors) doz.....	12 00
32 oz. (all flavors) doz.....	22 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottles (retail at 50c)	4 50
4 oz. bottles (retail at 90)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

GELATINE.

Knox Plain Gelatine (2 qt. size), per doz.	1 30
Knox Acidniated Gelatine (2 qt. size), per doz.	1 30

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case....	6 50

LAPORTE, MARTIN, LIMITEE.

Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., cs....	5 00

VICHY LEMONADES.

La Savoureuse Champenoise Cork 50 qts., cs.	8 00
50 pts., cs.	5 00
La Savoureuse "Claret Crown." 100 pts., cs.	9 00
St. Nicholas Champenoise Corks. 50 qts., cs.	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.

Cs. 25 11 lb. bars, lb....	0 08½
Cs. 200 3½ lb. pieces, cs..	4 25
Cs. 12 3 lb. bars, lb.....	0 09½
Cs. 50 ¾ lb. pieces, cs...	4 00
Cs. 50 1 lb. sq. pieces, cs.	4 75
Cs. 50 1 lb. long pieces, cs	4 75
Cs. 200 200 grs. pieces, cs	7 75
Cs. 100 300 grs. pieces, cs	6 00
Cs. 200 300 grs. pieces, cs	12 00

ALIMENTARY PASTES.

BLANC & FILS.

Macaroni, Vermicelli, Animals. Small Pastes, etc.

Box, 25 lbs., 1 lb........	0 08
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 00
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts.........	3 75
Apple juice, 24 pts.	4 50
Champagne de Pomme, 24 p	5 90

Motts Golden Russett—

Sparkling Cider, 12 qts....	4 50
Sparkling Cider, 24 pts....	4 75
Sparkling Cider, 36 sp.....	4 90
Extra Fins, 100½	16 00
Apple Vinegar, 12 qts......	2 40

These prices are F.O.B. Montreal.

Imported Peas "Soleil"

	Per case
Sur Extra Fins, 40 Flacons, cs.	$10 00
Sur Extra Fins, 100 ½ kilo, cs.	15 50
Extra Fins, 50 1 kilo, cs...	14 50
Extra Fins, 100 ½ kilo, cs.	15 00
Tres Fins, 100 ½ kilo, cs.	13 50
Fins, 100 ½ kilo, cs......	11 50
Mi Fins, 100 ½ kilo, cs...	11 00
Moyens No. 1, 100 ½ kilo, cs.	10 00
Moyens No. 2, 100 ½ kilo, cs.	9 50
Moyens No. 3, 100 ½ kilo, cs.	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 ½-pints	4 25
Tins—	Gall.
5 gals. 2s	2 00
2 gals. 6s	2 65
1 gal. 10s	2 10
20s, ⅛ gal.	2 60

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	5 40
Cases, 4 doz each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case..	0 11¼
Cases, 5 lbs., 12 to case..	0 11⅛
Cases, 10 lbs., 6 to case..	0 11

F.O.B. Montreal.

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."

1 lb. glass (2 dz case).	$1.90	$1.80
2 lb. glass (1 dz case).	3.20	3.00
4 lb. tin (1 dz case)....	5.50	5.35
7 lb. tin (½ dz case)..	8.60	8.35

"IMPERIAL SCOTCH."

1 lb. glass (2 dz case).	$1.60	$1.55
2 lb. glass (1 dz case).	2.80	2.70
4 lb. tin (1 dz case)...	4.80	4.65
7 lb. tin (½ dz case)...	7.75	7.50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb..............	1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. I CATELLI CO., LIMITED.

Hirondelle Brand

	1 lb. pkgs.	Loose
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs. cases.....	7	6½
Egg noodles, case 10 lbs. loose; case 60 pkgs, ½ lb. each....	7½	7
Marguerite Brand.		
Same assortment as above	6½	6
Egg noodles in 10 lb. cases, loose, in 60 pkgs., ½ lb. each.......	7	6½
Catelli Brand.		
Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lbs. (loose)		5½
30 lb. cases, 1. lb. packages		6

Terms, Net 30 days.

D. SPINELLI CO., Registered.

Globe Brand.

Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Alphabets 30 lb. case	7	6½
Spinelli Brand.		
Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lb. cases (loose)		5½
30 lb. cases, 1 lb. pkgs. .		6

Terms—Net, 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz.	1 80
Straight.	
Lemon contains 2 doz.....	1 80
Orange contains 2 doz.....	1 80
Raspberry contains 2 doz..	1 80
Strawberry contains 2 doz.	1 80
Chocolate contains 2 doz...	1 80
Cherry contains 2 doz.....	1 80
Peach contains 2 doz......	1 80

Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER

Assorted case, contains 2 doz.	2 50
Straight.	
Chocolate contains 2 doz...	2 50
Vanilla contains 2 doz.....	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.....	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases..........	$ 5,00
Five cases or more........	4 95

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.

1-16 gall., doz.	$ 2 00
¼-gall., doz.	6 00
½-gall., doz.	10 80
1 gall., doz.	19 20
1-16 gall., gross lot	20 00

To the Grocery Trade

We are now established in our new warehouse situated on the corner of Church St. and the Esplanade, and with improved facilities and larger space, we feel confident that we can serve you better than it was possible to do in our old building, where we were very much crowded for room. We solicit business, which will have our very best attention.

H. P. ECKARDT & CO.

WHOLESALE GROCERS
Church Street and Esplanade
TORONTO

"SOCLEAN."

THE DUSTLESS SWEEPING COMPOUND.

25c Pail, 2 doz. in case (4½ lbs.) enlarged size	$4 50
40c Pail, formerly 50c, 2 doz. in case (8 lbs.)	7 20
75c Pail, formerly $1.00, 1 doz. in case (17 lbs.)	6 75

"ANTI-DUST" SWEEPING POWDER.

2 lb. tins, 3 doz. crates, doz.	1 40
5 lb. tins, 1 and 2 doz., crates, per doz.	3 90

STARCH.

THE CANADA STARCH CO., LTD.

EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Boxes.	Cents
Laundry Starches—	
40 lbs. Canada Laundry	.06
40 lbs., Boxes Canada white gloss, 1 lb. pkgs	06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 white.	.06½
200 lbs., bbls., No. 1 white.	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chromo pkgs.	.07½
48 lbs., silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs. Benson's satin, 1-lb. cartons, chromo label	.07½
40 lbs. Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch	.06
(20-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs	.07
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	.07½
6-lb. toy trunks, lock and key, 8 in case	.08
6-lb. toy drum, with drumsticks, 2 in case	.07¾
Kegs, extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½

(20-lb. boxes ¼c higher than (40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 48, 1 lb., per cs., $4.80; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz., per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.

No 1's, 95c per dozen.

Individuals, 45c per dozen.

Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz.	0 90
Clear soups, in stone jars, 5 varieties, doz.	1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.

Case of ½-lb., containing 120 packages, per box, $3.00.

Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

THE CANADA STARCH CO., LTD.

CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	2 50
5-lb. tins, 1 doz. in case	2 85
10-lb. tins, ½ doz. in case.	2 75
20-lb. tins, ¼ doz. in case.	2 70
Barrels, 700 lbs.	3½
Half barrels, 350	3¾
Quarter barrels, 175	4
Pails, 38½	1 85
Pails, 25 lbs. each	1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	2 85
5-lb. tins, 1 doz. in case	3 20
10-lb. tins, ½ doz. in case.	3 10
20-lb. tins, ¼ doz. in case.	3 05

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure) 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s., Tins, 2 doz. to case.

Quebec, per case	$ 1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
British Columbia, per case	2 40

DOMOLCO BRAND.

2s., Tins, 2 doz. to case.

Quebec & Ontario, per case	2 60
Manitoba, per case	3 00
Saskatchewan, per case	3 20
Alberta, per case	3 30
British Columbia, per case.	3 10

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	$ 0 90
Pint bottles, 3 doz., cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce—	
Cases of 3 dozen	$1 00
H. P. Pickles—	
Cases of 2 doz. pints	3 35
Cases of 3 doz. ½-pints	2 25

STOVE POLISH.

JAMES DOME BLACK LEAD.

6a size, gross	$ 2 40
2a size, gross	2 50

NUGGET POLISHES.	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleaner	1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch, 6s	45
Black Watch, 12s	45
Bobs, 5's and 10's	39
Bully, 6s	44
Currency, 6½s and 12s	39
Stag, 5 1-3 to lb.	39
Old Fox, 6 lb. boxes	40
Pay Roll Bars, 7½s	59
Pay Roll, 7s	59
War Horse, 6s	42
Plug Smoking, Shamrock, 6s, plug or bar	45
Rosebud Plug, 7s	50
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking — Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

TEAS.

THE "SALADA" TEA CO.

East of Winnipeg.

	Wholesale	R't'l
Brown Label, 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	80

LUDELLA.

In 30, 60 and 80 lb. cases.

Black, Green or Mixed.

Blue Label 1s	0 20
Blue Label ½s	0 21
Orange Label 1s	0 23
Orange Label ½s	0 24
Brown Label 1s and ½s	0 28
Brown Label ¼s	0 30
Green Label 1s and ½s	0 35
Red Label ½s	0 40

MELAGAMA TEA.

MINTO BROS.

45 Front St. East.

We pack in 60 and 100-lb. cases.

All delivered prices.

	Wholesale	R't'l
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JAMS AND JELLIES.

T. UPTON & CO.

Pure Fruit Jams—Raspberry & apple, Strawberry and apple, peach and apple, plum and apple, red currant and apple, black currant and apple, cherry and apple, apricot and apple, gooseberry and apple, huckleberry and apple, fig and apple, 12 oz. glass jars, 2 dozen in case $1.00 per doz.; No. 2 tins, 2 dozen in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37 1-2c. per pail; No. 7 tin pails, 6 pails in crate, 52 1-2c per pail; No. 7 wood pails, 6 pails in crate, 52 1-2c per pail; 30 lb. wood pails, 7 1-4c. per lb.

Packed in assorted cases or crates if desired.

Pure Fruit Jellies — Raspberry, strawberry, black currant, red currant and pineapple flavors, 9-oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, $1.[illegible] per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; No. 7, tin pails 6 in. crate, 52½c; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade — Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen	$0 90
List Price.	
"Shirriff's" (all flavors), per doz.	0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c packages	1 15

The Gold of the West

We were and are prospectors of the Western Grocery trade and know every inch of the Western field, covering it as we do regularly and often.

The money is here, your goods are needed, why not share in the Western harvest and turn your goods into Western gold?

With our large staff on the road we guarantee to bring in sales for your goods and also guarantee your patrons service with our five large and centrally located warehouses.

Write for our terms.

Nicholson & Bain, Wholesale Commission Merchants and Brokers

HEAD OFFICE—WINNIPEG, MAN.

REGINA SASKATOON EDMONTON CALGARY LETHBRIDGE

MINCE MEAT

WE are putting up a line of fine **OLD ENGLISH MINCE MEAT** in quart self-sealing glass jars that can be sold retail at 35c. each, and they contain two and a half pounds net. This is the handiest and neatest way to handle Mince Meat, and it is at the same time, the most profitable.

Our Mince Meat is made of the best new fruits and purest spices, put up under the inspection of the Dominion Government and with the greatest care and cleanliness.

Also Sold in 80-lb. Kegs.
40-lb. Kegs.
20-lb. Kegs.
5-lb. Tins.

F. W. FEARMAN CO., Limited
HAMILTON

---

30 Years' Experience In Mince Meat Is At Your Service.

We guarantee you the best goods on earth at the money.

Insist on Wethey's Always

Ask your jobber or write us

J. H. WETHEY, Limited
St. Catharines

NATION'S

SPECIALITIES

Egg Powder
Custard Powder
Jelly Powder
Health Saline

Agents required where not already represented

E. J. NATION & CO.,
LIMITED
Bristol, England

APPLES

Before purchasing write for our quotations on the famous **Georgian Bay** apples. We will be packing from five to ten thousand barrels.

LEMON BROS.
Owen Sound, Ontario

The
general satisfaction
given by

St. Nicholas
Home Guard
Queen City
Puck
Kicking

makes the Lemon Business the ideal feature of the Retailer's Fruit Department.

J. J. McCABE
Agent
Toronto, Ont.

Chocolates

Made by **Bond, Limited,** Bristol, England

are the high-water mark of quality.

Pastelles and Gums

Made by **Carsons, Limited,** Glasgow, Scotland

are an ideal combination of pure fruit and gums.

MESSRS. DAVIDSON, McBEAN & CO., LTD.
86 Wellington Street West, Toronto

have a full range of samples on show in their sale-room.

Almeria Grapes

Jamaica Oranges

Grape Fruit

New Figs and Dates

Large supplies and moderate prices prevail with us.

We are leaders in the respective lines.

Mail orders solicited.

Price list mailed weekly.

White & Co., Limited

TORONTO and HAMILTON

New Hallowee Dates

First arrival due here this week.
Boxes and Half Boxes.
Also

Fresh Canadian Chestnuts

All other kinds of Nuts for Hallowe'en

Send us your orders.

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861

Guelph and North Bay

$OUPS

with dollars in them.

Edwards' Soups are the soups that soon turn into dollars. They're widely and forcefully advertised and they're on the way to being sold the moment you take them out of the case. And customers who buy Edwards' Soups on the strength of the advertising, buy them again and again on the strength of the quality. There's a handsome profit on the sales. Keep a sharp eye on your stock.

EDWARDS' DESICCATED SOUPS

"The Soups with the dollars in them."

Edwards' desiccated Soups are made in three varieties : Brown, Tomato, White. The Brown variety is a thick, nourishing soup prepared from beef and fresh vegetables. The other two are purely vegetable soups.

Write for full particulars of trade terms to

MONTREAL:—Wm. H. Dunn, 396 St. Paul Street.
TORONTO:—W. G. Patrick & Co., Limited, 77 York Street.
WINNIPEG:—W. H. Escott Co., Limited, 181 Bannatyne Avenue.

CAIRNS'
NEW SEASON'S
JAMS & JELLIES.
By Royal Appointment.
PAISLEY, SCOTLAND.

The tempting Jam

People come into your store and buy certain things bceause they look good and tempt their palates. If *Cairns' Jams and Jellies* are given prominence in your store they will tempt many buyers. Moreover the deliciousness and purity will tempt them to come back for more.

Alexander Cairns & Sons
Paisley, Scotland

Canadian Agents:
SNOWDON & EBBITT, Montreal, Quebec
Agents for British Columbia
NELSON, SHAKESPEARE, WATKINS, LTD.,
Vancouver, B.C.

The Continental Bag & Paper Company, Ltd.

OTTAWA
Exclusive Bag

Manufacturers

Selling Paper Bags is only a part of our Service.

We make it a point to include Best Quality and Strength and Value in every Bag of our Manufacture.

Require your Dealer to supply only

CONTINENTAL "GERM PROOF" BAGS

DISTRIBUTORS:

ONTARIO—The Continental Bag & Paper Co., Ltd., Ottawa and Toronto. Walter Woods & Co., Hamilton.
MANITOBA, ALBERTA, SASKATCHEWAN—Walter Woods & Co., Winnipeg.
NOVA SCOTIA, PRINCE EDWARD ISLAND, CAPE BRETON ISLAND—Thomas Flanagan, Upper Water Street, Halifax.
NEW BRUNSWICK—J. Hunter White Agent, North Market, St. John.
BRITISH COLUMBIA—Smith, Davidson & Wright Ltd., Vancouver.
QUEBEC PROVINCE—The Continental Bag & Paper Co., Ltd., Montreal.

---

3 Don'ts

Don't substitute any other tobaccos when asked for these lines.

Don't say "I haven't it." Say "I'll get it."

Don't make any mistake about the names of the leaders. They are

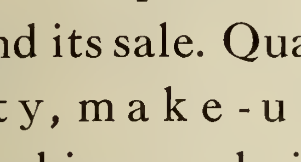
Master Mason - - Smoking
King George's Navy - Chewing
Rose Quesnel - - Smoking

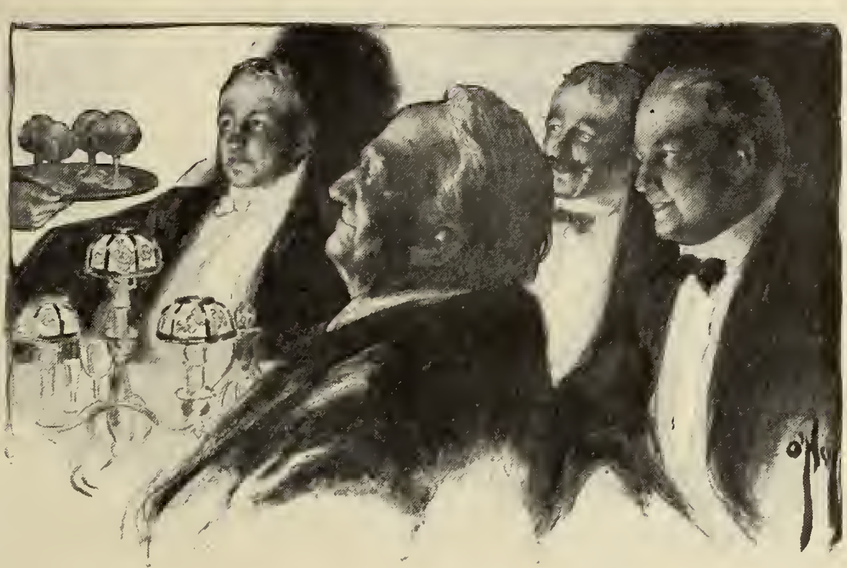
The Rock City Tobacco Co.

QUEBEC WINNIPEG

There is Snap

vim and "go" to Fels-Naptha soap and its sale. Quality, make-up, packing and indeed everything about Fels-Naptha commend it to grocers and customers alike.





They Want the "Real Thing."

"Well, yes, boys," the old grocer says, "I did use to recommend some things as being just as good as others, but I do very little of that sort of thing now. It doesn't pay in the long run. Take this Jell-O now. You do not suppose, do you, that any of us would say that anything else was just as good as

JELL-O

It is a peculiar fact that the man who recommends the just-as-good kind for other people, wants the real thing himself."

Jell-O is the *real thing*, with its exquisite flavors and its reputation as "America's most famous dessert," and customers who get Jell-O are pleased customers."

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.

The name JELL-O is on every package in big red letters
If it isn't there, it isn't JELL-O.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations

272 Pages
Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

D. & J. McCALLUM

PERFECTION
SCOTCH WHISKEY

is known throughout the Canadian trade as the finest flavored Scotch on the market. It hasn't that smoky flavor of most Scotch Whiskies. It represents customer satisfaction and good profits.

Wm. E. McIntyre, Limited
23 Water Street, St. John, N.B.
GENERAL AGENT

Every Pound of ANCHOR BRAND FLOUR

has character in every ounce

because extreme care, watchfulness, ability, integrity, the most modern equipment and only the choicest Western Spring Wheats form the complement that obtains the highest possible quality every day in the year.

The most searching analysis and tests make uniformity certain.

As rapidly as people learn all the facts about **Anchor Brand Flour**, they are satisfied only with this Brand.

Anchor Brand Flour is better because the trouble and expense are taken to make it better.

Standard Prices—Worth More.

Free samples for Missourians will be sent to Dealers and Bakers for distribution.

Leitch Brothers' Flour Mills, Ltd.

Oak Lake,, Manitoba

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

Superlative Quality Consistently Maintained

Malcolm's preserved milk products are noted for their high and unvarying quality—only the richest and purest cow's milk being used.

Grocers should tone up their stocks with the Malcolm lines. Your customers will appreciate them.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c per 100 lbs.

St. George Evaporated Milk, 4 doz. in case	**$3.60**
Princess Condensed Milk, 4 doz. in case	**4.50**
Banner Condensed Milk, 4 doz. in case	**5.25**

J. Malcolm & Son, St. George, Ont.

The orders from Grocers throughout Canada for

D.W.C. Spanish Olives

are increasing every year, and this season's trade is so large as to establish their popularity more firmly than ever. Place your order now for the Fall and Holiday trade.

Rowat & Co.

Glasgow, Scotland

CANADIAN DISTRIBUTORS

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

The Richards Pure Soap Co
RICHARDS
PURE
SOAP

A LOT LESS RUBBING NO MORE MONEY

—from the housewife's view-point

The good housewife appreciates fully the services given her by this pair of wash-day requisites. They eliminate to a very great degree, the hard rubbing of wash day and thereby save the clothes, as well as much hard labor.

It is evident that these soaps are reaching the heart of the people from the monthly increase in sales that our books show. In selling them you give the housewife the maximum of real value, and make a full 26½ per cent. on your investment.

Sold through the wholesale trade.

CHINESE STARCH

Read This

and bear the name in mind when next you order a supply of Starch. Chinese Starch has stood the severest tests in many Canadian households — where, when once used, no other is good enough.

Supply your patrons with a starch whose "quality" is unsurpassable and where the quantity is the fullest—full 16 oz. to the package.

Ocean Mills

Montreal

O. Lefebvre, Prop.

AGENTS:—Standard Brokerage Co., Vancouver, B.C.; John J. Gilmor, Winnipeg, Man.; Harry Horne & Co., Toronto, Ont.; Norman D. McPhie, Hamilton, Ont.; The Lawrence Nfld. Co., Ltd., St. John's, Nfld.; J. J. McKinnon, Charlottetown, P.E.I.; Boivin & Grenier, Quebec, Que.; Eug. Foliot, St. Pierre, Miquelon; Scott, Boyd & Co., Port of Spain, Trinidad, B.W.I.; Desmarais & Gregoire, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

" This Washboard Has Given Me Splendid Service---It's CANE'S"

Every Sale of a

CANE WASHBOARD

Leads to Other Sales

Nothing is better evidence of quality than service. Cane's Washboards always prove their good quality. **They are attractive and well finished** and pay a good profit.

With Cane's Washboards you can meet every demand because they are made in 13 styles and grades.

Write for catalog on Cane's Washday Woodenware.

The Wm. Cane & Sons Co., Ltd.

NEWMARKET, ONT.

Get Our Opinion About Your Accounting

If your profits are not as large as you think they should be, consult us. Our advice is free. If you need

THE
With Only One Writing **McCaskey System** *The End of Drudgery*

to reduce your bookkeeping labors, to prevent forgotten charges, to prevent errors, to prevent misunderstandings with customers over their accounts and to improve your collections, we'll tell you so. If The McCaskey System cannot be applied to your business so that it will pay you an enormous profit, we'll tell you so, just as quickly and as frankly.

One hundred thousand merchants in all lines of business have profited by our advice and are using The McCaskey System. We know a good deal about handling accounts. Some of this information will be valuable to you. You can get it free.

Suppose you write to-day. For convenience, use the coupon.

THE
Dominion Register Co.
TORONTO LIMITED ONTARIO
Trafford Park, Manchester, Eng.
Melbourne, Australia

The Largest Manufacturers of Carbon Coated Salesbooks in the World.

DOMINION REGISTER CO., Limited
TORONTO, CANADA

Gentlemen:—Without obligation on my part, you may tell me how I can increase my profits.

Name ....

City .... Prov. ....

Business .... (Can. Groc.)

The McCaskey Account Register
The McCaskey Account Register
Dominion Register Co. Ltd
The McCaskey Credit System

First and Still the Best

PORK AND BEANS

This is the opportune time for the sale of this line, and we would advise you to get our prices before placing your order. **We can increase your profits, and the quality of our Pork and Beans are equal to any brand packed.**

If your wholesalers cannot supply you, write us direct and your enquiries will have our attention.

Put up in 1, 2 and 3 lb. cans, plain and Tomato Sauce.

Oshawa Canning Company

"Yes Ma'am

WINDSOR

is the best

Table Salt

we handle

Karo

(REG. U.S. PAT. OFF.)

2 POUNDS NET WEIGHT
Karo
(REG. U.S. PAT. OFF.)
(CRYSTAL WHITE)
CORN PRODUCTS REFINING CO.
GENERAL OFFICES-NEW YORK, U.S.A.

A Stock of Karo is as "Good as Gold"

2 POUNDS NET WEIGHT
Karo
(REG. U.S. PAT. OFF.)
CORN PRODUCTS REFINING CO.
GENERAL OFFICES-NEW YORK, U.S.A.

EVERY grocer knows that the way to sell Karo is to keep it where customers can see it.

All you have to do is *mention it* to include it in almost any order you send out. Advertising and the intrinsic merit of the goods together with full weight cans and a general square deal policy back of it have made Karo one of the best selling grocery specialties in the world.

Don't be afraid to stock. The demand is greater to-day than ever. This season promises to be the biggest ever.

The season is now on. Send in your orders.

We will supply a copy of the famous "Corn Products Cook Book."

Corn Products Refining Co.

New York, N.Y., U.S.A.

FOR A CENTURY OR MORE

St. Vincent has shipped the bulk of the world's supply of Arrowroot, because **St. Vincent Arrowroot** is the best.

As a household staple it has made for itself a place in many homes; its wholesome and nutritious qualities make it a healthful food and a blessing for the youngsters, the aged, and the invalid.

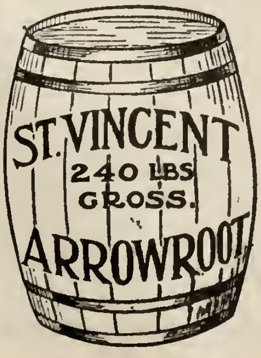
The large variety of delightful dishes into which it can be made explains the "why" of its popularity. It is very easily digested.

Acquaint your trade with the fact that you have **St. Vincent Arrowroot** and your sales will be large.

For information and samples write J. Elliott Sprott, Secretary.

ST. VINCENT ARROWROOT GROWERS AND EXPORTERS' ASSOCIATION

KINGSTOWN **B. W. I.**



The Hall-Mark of Sardine Superiority

By Special Royal Permission

The sardine lover is one of the most particular customers you have. This is a demonstrated fact, and the sale of a poor quality article will have the effect of driving such a customer from your store.

"KING OSCAR" on your sardines is a real insurance against dissatisfied patrons.

You can't afford to take chances — stock "King Oscar" Sardines and you are sure of the finest, uniform sardines carefully packed in pure olive oil. Get them from your wholesaler.

INSIST ON "KING OSCAR" BRAND.

CANADIAN AGENTS

J. W. BICKLE & GREENING
(J. A. Henderson)
HAMILTON, CANADA

Sterling BRAND

MINCE MEAT

Now that the winter season is under way you will find Sterling Mince Meat a seasonably, profitable line to handle.

Only the most carefully selected spices and fruits go into Sterling Mince Meat.

Order your supply now.

THE T. A. LYTLE CO.
LIMITED
Sterling Road - TORONTO

Pacific Coast Halibut and Salmon

FRESH AND FROZEN

Order your Pacific Coast Frozen Halibut and Salmon for next Winter's requirements from

The Canadian Fishing Company, Limited

VANCOUVER, BRITISH COLUMBIA

Write for prices and information.

We produce and ship all kinds of Pacific Coast Fish—Fresh—Frozen—Salt—and Smoked.

Quality and Service Unsurpassed

We have them

Giant
Prince
Globe
Beaver

Fruit Jar Rings

Quality Guaranteed

Walter Woods & Co.
HAMILTON and WINNIPEG

In the Goods and in the Packing

are found those qualities which have given Canadian sea foods so wide a market and the turnover, heavy though it is, is annually growing.

No brand is so widely called for as the

Brunswick Brand

Our supplies—the choice of the fishermen's catches, together with long experience and modern equipment, we are enabled to turn out the most perfect that can be made.

Our plans always have been to co-operate with the wholesaler and retailer and to give the consumer a good article at a fair price.

Just look over your Stock, Mr. Grocer, and see what "CONNORS" lines you are short. Then order — here is a partial list:—

¼ Oil Sardines	Kippered Herring
⅜ Mustard Sardines	Herring in Tomato Sauce
Finnan Haddies (Oval and Round Tins)	Clams
	Scallops

CONNORS BROS.

Limited

Black's Harbor, N.B

AGENTS:—Grant, Oxley & Co., Halifax, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Hubaud, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. de Carteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
HERRINGS IN TOMATO SAUCE
Breakfast Delicacy
CONNORS BROS. LTD
Diploma awarded at St John Exhibition 1890
THEY SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

"NUGGET"

WHY NOT STOCK SOME OUTFITS?

A nice looking and quick selling line that will pay you to handle.

They show you a good margin of profit.

Order
Some
Now

SHOE POLISH

Put up in handy cardboard and metal boxes to retail at 40c and 50c. Consisting of pure bristle brush, "Seloyt" polishing pad and tin of polish.

Brushes and pads may also be obtained separately.

The "Nugget" Polish Co.
LIMITED
9, 11 & 13 Davenport Road
TORONTO -:- ONTARIO

For the regular baking and the holiday baking you should sell

HUGMAN'S

Pure Spices and

Red Rose

Baking Powder, Extracts, Jelly Powders—they are top-notchers.

Orr & McLain, Winnipeg are our Western Agents

A. W. Hugman, Limited
MONTREAL

HIRONDELLE

(Swallow Brand)

The brand of Canadian Macaroni, Vermicelli, Spaghetti, etc., that is unsurpassed by any imported.

All dealers should satisfy themselves on this point by asking their wholesalers.

The price for both dealer and customer is right, while the profits are excellent.

C. H. Catelli Company, Limited
MONTREAL, CANADA

Mr. C. C. Mann, 517 Board of Trade Bldg Toronto, Can., Agent for Province of Ontario

---

YOUNG-TOM SOAPS

pay good profits and make for larger sales. They lighten the labors of washing and cleaning and are the enemies of dirt. It will pay you to stock these lines of cleansers: "Young-Tom" Washing Powder, Purity Laundry Soap, Uncle Tom Tar Soap, Glycerine Pumice and Olive Oil Soaps.

Young-Thomas Soap Co., Limited

Regina, Sask.

TRADE MARK KEYSTONE BRAND. REGISTERED

NOW IS THE TIME TO ORDER YOUR FALL SUPPLY OF

BRUSHES

Such lines as Stove Brushes, Scrubs, Dandy and Horse Brushes, Stable Brooms, etc., will soon be in great demand. Place your order now and be sure to buy the **Keystone Brand.**

Stevens-Hepner Company
Limited
PORT ELGIN, ONT.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

WANTED

AGENT WANTED IN EVERY TOWN IN Canada. Make money spare time and evenings. Write now. Lock Box 120, Davenport, Iowa.

WANTED — INFORMATION REGARDING good grocery or meat market for sale. Send description and price. Northwestern Business Agency, Minneapolis, Minn.

FOR SALE

FOR SALE — FIRST-CLASS GROCERY, good location, good business, five-year lease. Particulars furnished on application. Address Box 384, Napanee.

FOR SALE—ONE TAYLOR'S SAFE, FIVE months in use; size of outside measurements 34 x 28 x 45. Thirty-six feet of quarter-cut oak grocery fixtures, also thirty-six feet of counters, made by the Arnet Furniture Co., Souris; in good order. One showcase; thirty-two feet of quarter-cut oak grocery fixtures; one sixteen foot counter, practically new; one Gipe carrier system, four stations, complete; will sell cheap. Two electric coffee mills, guaranteed to be in good running order. One set of Toledo scale, with or without electric attachment; 2 set of Dayton scale. Will sell any of the above on very easy terms, with no interest. Apply Box 223, Moose Jaw.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro', Ont., solicits your orders.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor, either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

MODERN FIREPROOF CONSTRUCTION — Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St., West, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c. assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. tf

FIRE INSURANCE, INSURE IN THE HARTFORD. Agencies everywhere in Canada. THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00 and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St. W., Toronto, Canada.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St., Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice street, Toronto.

MOORE'S NON - LEAKABLE FOUNTAIN pens. If you have fountain pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction, and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, sole agents for Canada. WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

IT'S PURE

Tell the Trade

MAPLEINE

is listed in Westfield's Book of Pure Foods.

Order of Your Jobber, or Frederick E. Robson & Co., 25 Front St. E., Toronto, Ontario.

Mason & Hickey, 287 Stanley St., Winnipeg, Man.

The Crescent Mfg. Co.
SEATTLE, - WASH.

CIGAR EXCELLENCE
BEN BEY
10 Cents Worth of Delight

Your customers will appreciate your stocking this leader. Not only look good in the case but smoke good. Give them the best.

Write us or ask your jobber.

Ed. Youngheart & Co., Limited
MONTREAL

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S
CHOCOLATE & COCOA

Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited
Established 1780
Montreal, Can. Dorchester, Mass.

A want ad. in this paper will bring replies from all parts of Canada.

Some Dealers Raise A HOLLER

when they come across some old unpaid accounts, other dealers quietly hand their accounts over to us and we collect the money. Absolutely no charge if we do not collect.

Send for forms to-day.

THE NAGLE MERCANTILE AGENCY
Westmount, Montreal - Que.

Buyers' Guide

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples.

Ingersoll, - - - - Ontario

Established 1886.

COMTE'S COFFEES

The profits please the dealer. The quality pleases the customers.

We want more agents. Write.

Augustin Comte & Co., Limited

P.O. Box 2963. MONTREAL

GRATTAN & CO., LIMITED
ESTD. 1825
The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada
EMERSON, BAMFORD CO.
842 Camble Street VANCOUVER, B.C.

COCO-BUTTER

At last the proper article discovered 100% pure. No odor.
Never goes rancid. Vegetable Fat.
More economical than Butter or Lard for all Cooking Purposes.
Agents Wanted.

Colonial Coco-Butters, Limited, Montreal

One of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

FRUIT PULPS

OF ALL KINDS
FRESH BITTER ORANGES and LEMONS
PEELS IN BRINE.

F. KESSELL & CO. 7-8, The Approach
London Bridge, London Eng.

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

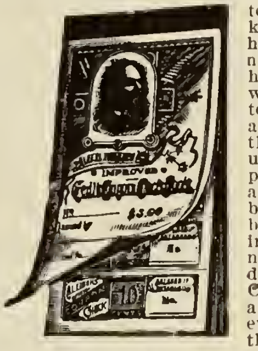
if you are interested in Irish trade.

APPLES FOR SALE
in car lots or any quantity. Best winter varieties. Mostly Spies and Baldwins. Write for prices.
A. W. IDLE, Clarksburg, Ontario.

Credit Selling and Getting the MONEY!

Credit business is as good as cash trade if you can get your money promptly. The customer who is slow in paying can be put on what is practically a cash basis through the use of

ALLISON'S COUPON BOOKS



Just give him a $10.00 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.00; no trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10.00 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

Manufactured by
ALLISON COUPON CO.,
Indianapolis, Indiana U.S.A.

When writing advertisers, kindly mention having seen the ad. in this paper.

HOLLAND RUSK

No other food product compares with Holland Rusk. It is in a class by itself and will bring and hold trade for you. Order from your jobber to-day.

HOLLAND RUSK COMPANY
HOLLAND. MICH.

BUY

STAR BRAND

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

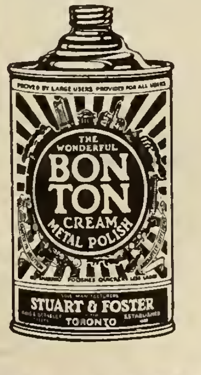
For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

The Polish Discovery—the wonderful

Bon Ton

CREAM METAL POLISH



—Remains in solution—no sediment.
—Polishes in half the time.
—Contains no acids or injurious chemicals.
—Greater profits to merchants.

¼ pt. (3 doz. to case), 10c size, doz 85c
(counter display boxes).
½ pt. (3 doz. to case), doz. 1.50
Pts. (2 doz. to case), doz 2.50
(Central Canada Prices.)

Polish Sales Multiply with Bon Ton.

Used by Grand Trunk Railway Co., Toronto Railway Co., Northern Navigation Co., the Bank of Montreal, and hundreds of large users across Canada.

We Welcome an Old Friend

Schreiber, Ont.,
Oct. 25th, 1913.

THE CANADIAN GROCER,
Toronto, Ont.

Dear Sirs,—

Enclosed please find cheque for the sum of two dollars for which please send me each week a copy of the "Grocer." I just forget the charges for a yearly subscription, but you might let me know by mail and I will forward the balance.

I have read your paper for years, but had left the grocery business two years ago and during that time did not see a copy of the "Grocer." Now that I am at the grocery business again, I feel lost without your paper. Begin my subscription with the latest copy you have on hand and oblige.

Yours truly,
G. H. REID.

¶ We have often said that the relation between Canadian Grocer and its readers is like that between old and trusted friends. Many of our subscribers have read Canadian Grocer every week for twenty or twenty-five years. They never hesitate to consult us for information or call on us when they are in the city. Like Mr. Reid, they don't even forget us when they leave the grocery business.

¶ We welcome Mr. Reid back to the trade, and to our subscription lists, and would be glad to have his views on some of the changes we have been making in the two years he has been out of the trade.

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We Are Still Going Ahead. Orders Are Coming Along Still More Frequently. There's a Reason. It's the service we give.

Why not start in now to handle those specialties which have made our name known from coast to coast?

CHAMPAGNE

The Leader

PIPER - HEIDSIECK

Champagne.

For 128 years the King of Wines.

Brut, Sec, Tres Sec.
Quarts, Pints, Splits.
In cases and baskets.

IMPORTED ALIMENTARY PRESERVES.

"SOLEIL" Brand.

Petits Pois, Asparagus, Spinach, Artichokes, Flageolets, Haricots, Brussels Sprouts, Assorted Soups, etc.

They Brighten up the Store.
Swell Sale Profits.

HERE'S WHERE YOU GAIN

"F. Lecourt" Brand Mushrooms. Fast sellers and profitable. Extra Choice, First Choice, Choice, Hotel.

PUREST OLIVE OIL.

"Minerva" Brand.

Imported from Marseille.

Litre, Quarts, Pints and ½ Pint Bottles, 2 Gallon, 1 Gallon, ½ Gallon, ⅛ Gallon tins.

Write, Phone, Wire.

Laporte, Martin, Limitee

568 St. Paul St., - Montreal

Telephone Main 3766

A Thing of Beauty —A Joy Forever

¶ Around Christmas every good Canadian grocer excels all past year's efforts in window display. The Christmas window must be the best on the street and if possible in the town. It becomes a "thing of beauty."

¶ Why not have the Christmas window photographed? Each year for a good many in the past Canadian Grocer has offered $20 in prizes to the best dressed windows sent it. There are always six fortunate winners. If you have never yet done so, come in this year on the contest.

¶ The contest is divided into two classes, A and B. Class A includes cities with population over 10,000, and Class B, all places under 10,000. The first three winners in each class receive prizes of $5, $3, and $2, respectively, making a total of $20.

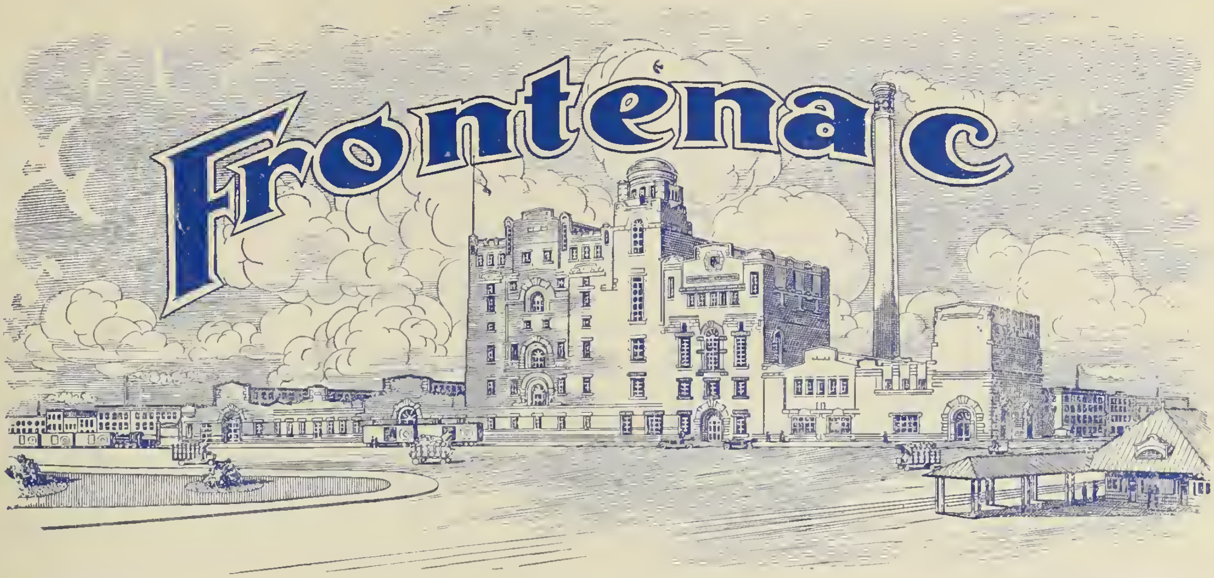
¶ The only conditions are that the windows be dressed with Christmas goods, by dealers or clerks and that photographs be mailed before December 31. A description in brief of each window entered is required. This may be written on back of photo or on separate sheet. Mounted picture not necessary.

¶ Windows will be judged from standpoints of Selling Power, Attractiveness and Originality.

¶ See that you get the Christmas window photographed this year and make it "a joy forever."

Address:

The Editor, The Canadian Grocer
143-149 University Avenue, Toronto



Length, 425 feet. Height, 115 feet. Depth, 120 feet.
Capacity: 200,000 Barrels a year.

THE FRONTENAC BREWERIES, the finest, largest and best equipped in Canada

Convinced that the time has come for Canada to possess a large, modern Brewery, equipped for the production of beer to equal the best imported beers—a group of Canadian business men—after devoting three years of study and effort — helped by experts and with large Capital at their disposal—have erected and equipped the monumental brick, steel and cement brewery buildings, located opposite Mile End Station—which will be known as

THE FRONTENAC BREWERIES

This model Brewery, in charge of expert brewers, now produces

FRONTENAC BEER

The Peer of the best imported Beers. Domestic in price—Imported in quality.
Frontenac Beer on sale October 21st.

THE FRONTENAC BREWERIES LIMITED, MONTREAL

Sanitary Cans

"The Can of Quality"

Tomatoes, Peaches, Pears, Plums, Apples.

Enamel Lined Cans for Strawberries, Raspberries, Beets.

Sanitary Can Co., Ltd.,
NIAGARA FALLS, ONT.

For The Christmas Baking

These two lines are so very fine they bring many repeat orders.

It is always **Quality** that is remembered, and you are sure to have it in "Shirriff's" brand.

Shirriff's

True Vanilla

imparts the real delicious Vanilla flavor to Christmas dainties, because it is made from the finest Mexican Vanilla Beans. You can recommend it highly, for it is 50% stronger than the Dominion Government Food Act requires. Guarantee label on every bottle.

Shirriff's Mincemeat

is always appreciated wherever used. It makes pies which the palate craves for. It tastes like home-made, because the same care is taken in mixing together the rich assortment of selected fruits, peels, spices, etc. All are pure and clean, and the result is perfect. Put up in 6, 12, 28 and 65 lb. pails. Freight prepaid. Let us take care of your needs. A handsome card with every order.

Imperial Extract Co., Toronto

THIS IS THE 1,352nd ISSUE OF

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII. PUBLICATION OFFICE: TORONTO, NOVEMBER 7, 1913 No. 45

Medicine Man *VERSUS* Specialists

In days gone by the masses permitted the medicine man to administer to them from the same bottle whether their case was one of measles or falling hair. It was a convenient thing to be able to go to the same bottle regardless of what your physical needs might be. That day, however, is pretty much in the past. If we have a trouble we go to a man who is a specialist for that particular trouble because we find that such action is necessary to obtain the most beneficial results.

In commerce the same thing applies, and the man who deals in general lines still has a certain following, but merchants realize more and more every day that the demands of the Public are too exacting for them to rely on concerns dealing in a variety of lines.

They realize they must go to the man who specializes in order to obtain the maximum results.

It is not a question whether you are making money. The question is are you obtaining maximum results? Can your present situation be improved?

Not only in order to progress but in order to hold your own the necessity of the maximum of efficiency is absolute. The standard of living has advanced and in proportion the demands of the consuming Public have become more exacting.

We are an ''Exclusive Oyster House'' and the only one in Canada. Our entire time and attention is confined to oysters and their requisites, such as Display cases and Paper pails. Anything pertaining to the handling of oysters we can supply.

We are the only people in Canada who have a Display case that will harmonize with modern fixtures. It is impossible for a commercial house to specialize properly on more than one item of commerce.

A postal will bring our proposition on both SEALSHIPT or COAST SEALED Oysters.

Connecticut Oyster Company

"Canada's Exclusive Oyster House"

50 Jarvis Street **Toronto, Canada**

(See page 43)

A Story with a Moral

Theodore Hook, the humorist, once made a bet that he could stand on the busy end of London Bridge and could not give away a golden sovereign in exchange for a shilling.

He won the bet.

The people, to whom he made his offer, refused it, shook their heads knowingly and passed on.

We have been talking to you about our *new pure fruit jams* for some months now. Many of you have seen the point and to-day are recommending these goods to your customers as one of the arrows with which the dreadful high cost of living can be pierced.

But again—others of you have shook your heads knowingly—and passed on.

It is to these that we now address ourselves

We ask you to investigate the quality and price of *Upton's pure fruit jams. Compare the value offered with any other jam on the market.*

If you do so, we are quite satisfied to leave the rest with you. We know you will not *again* pass on.

Enquire of Your Jobber or Write Us

The T. Upton Co., Limited

Factory at HAMILTON, Ont.

Sales Dept.: ST. CATHARINES, Ont.

the time is——NOW!

Though fish foods are eaten the year round, the present time is the most opportune for the dealer to boost his sales and profits. This is the regular fish-eating season and there is a ready demand particularly for quality fish. You should sell only the best in order to keep the fish trade coming your way the whole year round. And to be sure that you get the best you should order by the name—

"Thistle" Brand
Haddies and Herring

The name and fame of the "Thistle" Brand of fish have brought credit and honor to the producers, and will bring money to the retailer.

The "Thistle" label on Haddies, Kippered Herring, Herring in Tomato Sauce, and Tunny Fish, is known throughout the Dominion to guarantee the virtues of cleanliness, genuineness and natural flavor of the freshly-caught and instantly-canned fish, just as they are taken from their ocean home.

The cleanliness of "Thistle" Brand is always proverbial—their flavor is fine—they are genuine always.

Arthur P. Tippet & Co., Agents
Montreal, Que.

Sell the larger pails and increase your turnover and profits

and at the same time give your customers more for their money. Try it out, tell them about the larger quantity, etc., the results will be to your satisfaction.

E.D.S.

Jams and Jellies

are as pure as they are good—

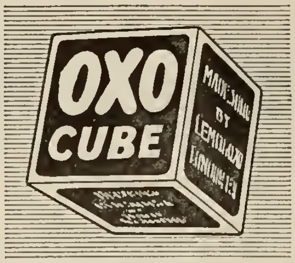
Only the finest selected fruits, largely grown on our own orchards, and pure cane sugar are used. They are carefully prepared in a factory that is a model for sanitation and perfectness of equipment. Every pail or jar of E.D.S. Jams and Jellies is brim full of Pure fruit deliciousness.

Made only by

E. D. SMITH & SON
LIMITED

WINONA, ONTARIO

AGENTS:—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.



"Hot Oxo"

By day and by night, your customers see the slogan "HOT OXO" on store windows and over store fronts—on the bill boards and in the street cars, newspapers and magazines.

"HOT OXO" has become the national winter drink of Canada. Thousands of

OXO CUBES

will be used every day for making delicious, nourishing, steaming drinks for cold days.

And thousands of cooks will use OXO CUBES for Soups. Broths, Stews, Meat Pies and other savory dishes.

OXO CUBES have made good. Oxo advertising is making sales easy for dealers who push OXO Cubes.

If you didn't handle Oxo Cubes last winter, stock them now and get all the benefit of the OXO advertising campaign.

We'll fill your order by return if you like. Write us for special terms.

Corneille David & Co.

Montreal Toronto Winnipeg St. John, N.B.

The jams that are as pure as fresh ripe fruit, pure apple jelly and best granulated sugar can make them.

Every pail and jar of L. & B. Banner Brand Jams and Jellies bears a label telling the true contents. Banner Brand is the original pure fruit and apple jelly jam. Its deliciousness appeals to the masses.

Put up in 2, 5, 7 lb. gold lacquered tin pails, 30 lb. wood pails and 12 oz. glass jars.

Order your supply now. New season's fruits are ready.

LINDNERS LIMITED

340 Dufferin St., TORONTO

Phone Parkdale 2985

REPRESENTATIVES:
The Amos B. Gordon Co., Toronto; Watt, Scott & Goodacre, Montreal; H. D. Marshall, Ottawa, Ont.; C. A. Munroe, St. John, New Brunswick; W. H. Lyne Usher, Halifax, Nova Scotia and Prince Edward Island; H. Donkin & Co., Vancouver; W. L. McKenzie & Co., Edmonton and Regina; H. M. Jackson, Calgary; Western office at Winnipeg.

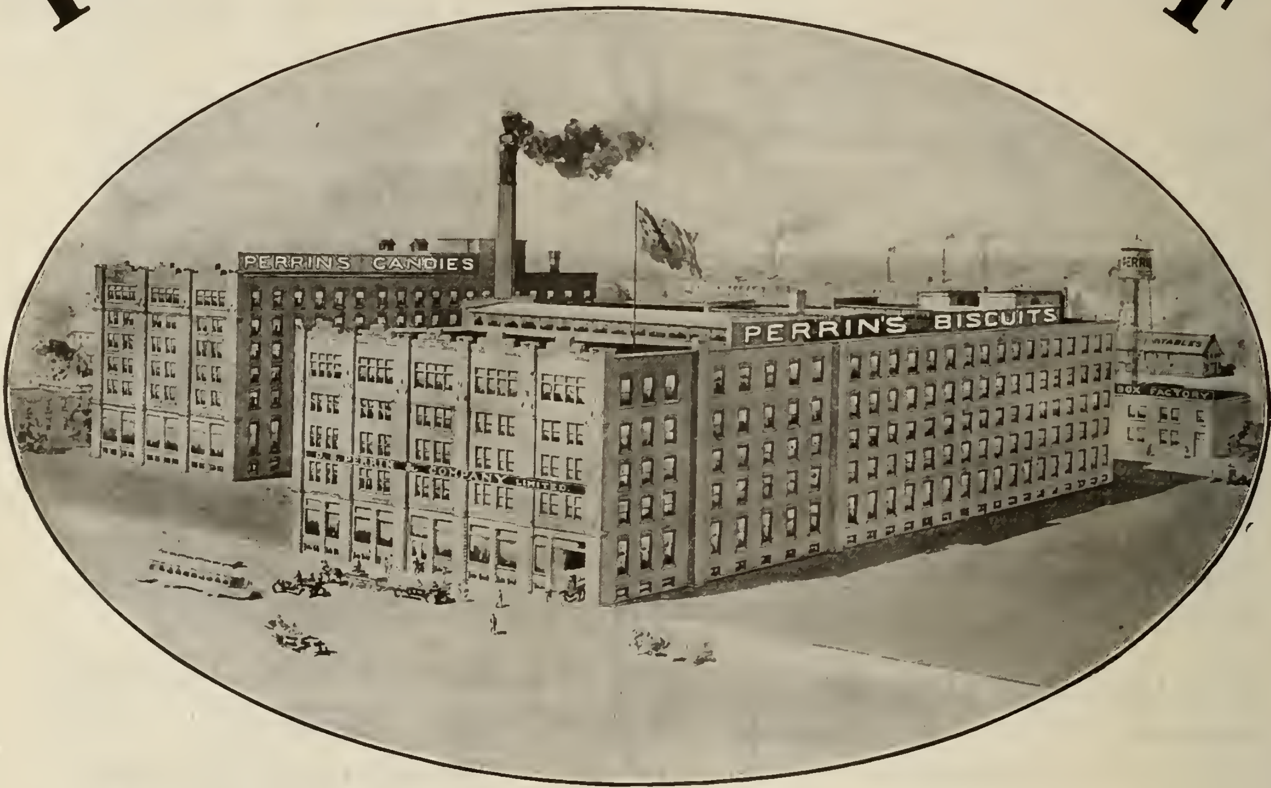
BORDEN MILK Co. LIMITED
EAGLE BRAND
Trade Mark of BORDEN MILK COMPANY LIMITED
GAIL BORDEN
EAGLE BRAND
by which their PRESERVED MILK will hereafter be designated and for additional protection against imposition each Label will bear the signature.
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.

A Trio of Leaders

Prepared with scrupulous care for thinking people—who know what they want.

Borden Milk Co., Limited
"Leaders of quality"
MONTREAL
Branch office: No. 2 Arcade Building
Vancouver, B.C.

THE NEW HOME OF



PERRIN'S BISCUITS

LONDON **CANADA**

Every grocer knows that COWAN'S PERFECTION COCOA is a distinctly profitable article to sell. You can increase your sales by telling your customers of the many different ways in which it can be used. For Chocolate Ice Cream, for Chocolate Fudge, Puddings, Cakes, etc.,

Cowan's Perfection Cocoa is unsurpassed.

The Cowan Company, Limited

TORONTO, ONT.

In our 40 years' experience we believe we have learned how to select and balance choice teas in a blend that will please the most people.

REMEMBER
"We Pay the Freight"

Melagama

TEA and COFFEE

Packed and Made Popular by

Minto Bros.
Toronto

Advertised by enthusiastic friend-users—and by ourselves—the sales of Melagama Tea and Coffee keep on growing in volume.

Better order a case of each. We guarantee you'll soon sell every package. 'Phone, wire or mail your order now, at our expense.

SYMINGTON'S SOUPS

One packet of any of the eleven varieties makes a quart of rich, nourishing, and wholesome soup.

The flavours are distinctive and delightful. Let any home-cook try these fine soups—just once!

Mulligatawny, Green Pea, Lentil, Pea, Celery, Onion, Ox Tail, Scotch Broth, Tomato, White Vegetable, Mock Turtle.

Easy to prepare—put the contents of packet into water—stir—boil—serve.

Canadian Agents:—

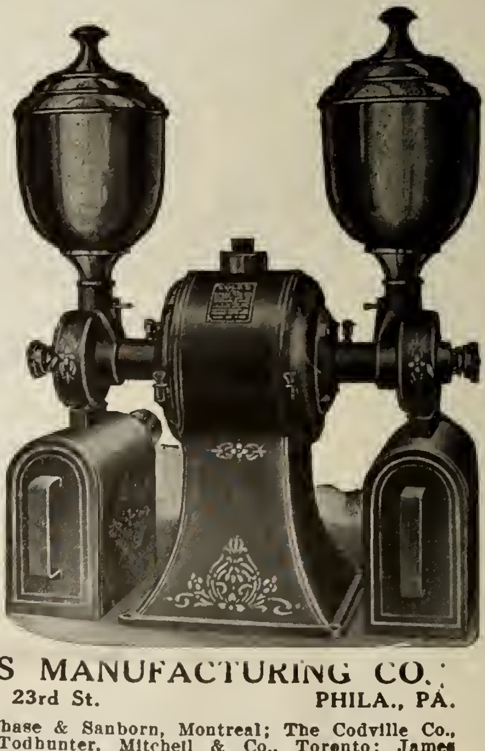
Messrs. F. E. ROBSON & CO.
25 Front Street East, Toronto

More Than Ever in a Class by Itself

One of our 12 new models. Wouldn't it be a good idea then to look into the Coles? It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



COLES MANUFACTURING CO.
1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

Do you know that many of your customers are being

HELD UP

by the high cost of meats and that Baked Beans have become the popular substitutes? Beans baked as are the SIMCOE BRAND BAKED BEANS contain as much nutriment in one tin as is contained in a pound of beefsteak. We are the originators of the 3's Family Size—THE CAN THAT CONTAINS MORE BEANS AT A LOWER PRICE.

Write for our new Simcoe "Hanger."

Dominion Canners, Limited
Hamilton, Canada

Tartan BRAND
THE SIGN OF PURITY

IN STORE—

Full assortment of Mediterranean and California Dried Fruits, Nuts, etc. Prunes, Figs, Dates, Malaga, Valencia and Sultana Raisins, Thompson Seedless, Seeded Muscatels, Fancy French and Italian Glace and Crystalized Fruits, and Canned Goods.

'Phone at our expense a trial order. We solicit your inquiry.

TARTAN Brand Groceries, Spices, Canned Goods are trade winners.

BALFOUR, SMYE & CO., Wholesale and Manufacturing Grocers **HAMILTON**

OLD CALABAR

DOG AND PUPPY BISCUITS

Agent—KENNETH H. MUNRO, Montreal

CHAMPION PRIZE DAIRY ENGLISH STILTONS

SEVEN 1st PRIZES AND SILVER CHAMPION CUP 1913

WRITE

TUXFORD & NEPHEWS
MELTON, MOWBRAY, ENGLAND

Feed your Coffee Grinding troubles to the

Elgin National

The Elgin National Coffee Mills are best fitted to take care of the grinding requirements of the grocery store. They are built for service and they do their work—the daily grind—quickly, quietly and economically. It will pay you to look into the qualities of the Elgin. Any of the following jobbers will supply you with particulars:—

HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.
MONTREAL—The Canadian Fairbanks Co. (and branches).
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
WINNIPEG—Blue Ribbon, Limited (and branches); The Codville Co. (and branches).
REGINA, SASK.—Campbell, Wilson & Strathdee, Ltd.
SASKATOON—Campbell, Wilson & Adams, Ltd.
EDMONTON, ALTA.—The A. MacDonald Co.
CALGARY—Campbell, Wilson & Horne, Ltd., and P. D. McLaren, Ltd.
FERNIE, B.C.—The Western Canada Wholesale Company, Ltd.
VANCOUVER—The W. H. Malkin Co.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.; Empress Manufacturing Co.

Made by

Woodruff & Edwards Co.
Elgin, Ill., U.S.A.

The Original Antiseptic Hand-cleaner

SNAP

WITHOUT—"Snap" in your business you are foregoing a considerable amount of good healthy business and incidentally losing a daily profit worth your while.

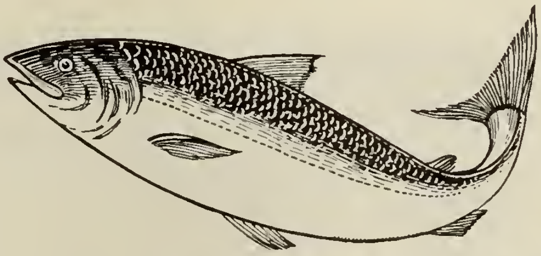
Snap is the original handcleaner and is as useful to the factory man's wife as himself, as useful for the banker and his wife as anyone—Everybody uses it.

Snap Company, Limited
MONTREAL

Anglo-British Columbia Packing Co., Ltd.

H. BELL-IRVING & CO., Limited, Agents, VANCOUVER, B.C.

Sockeye



Sockeye

SALMON

Buy—

SOVEREIGN BRAND

HOLLY LEAF BRAND

THE FINEST GRADE OF SOCKEYE SALMON

NO EXPENSE BETWEEN DRINKS

Instantaneous Electric Water-Heater.

A money-maker for Small Stores, Restaurants, Lunch Counters or Hotels, where drinks are dispensed.

Can be attached to any electric light socket.

Much cheaper to operate than old style urns.

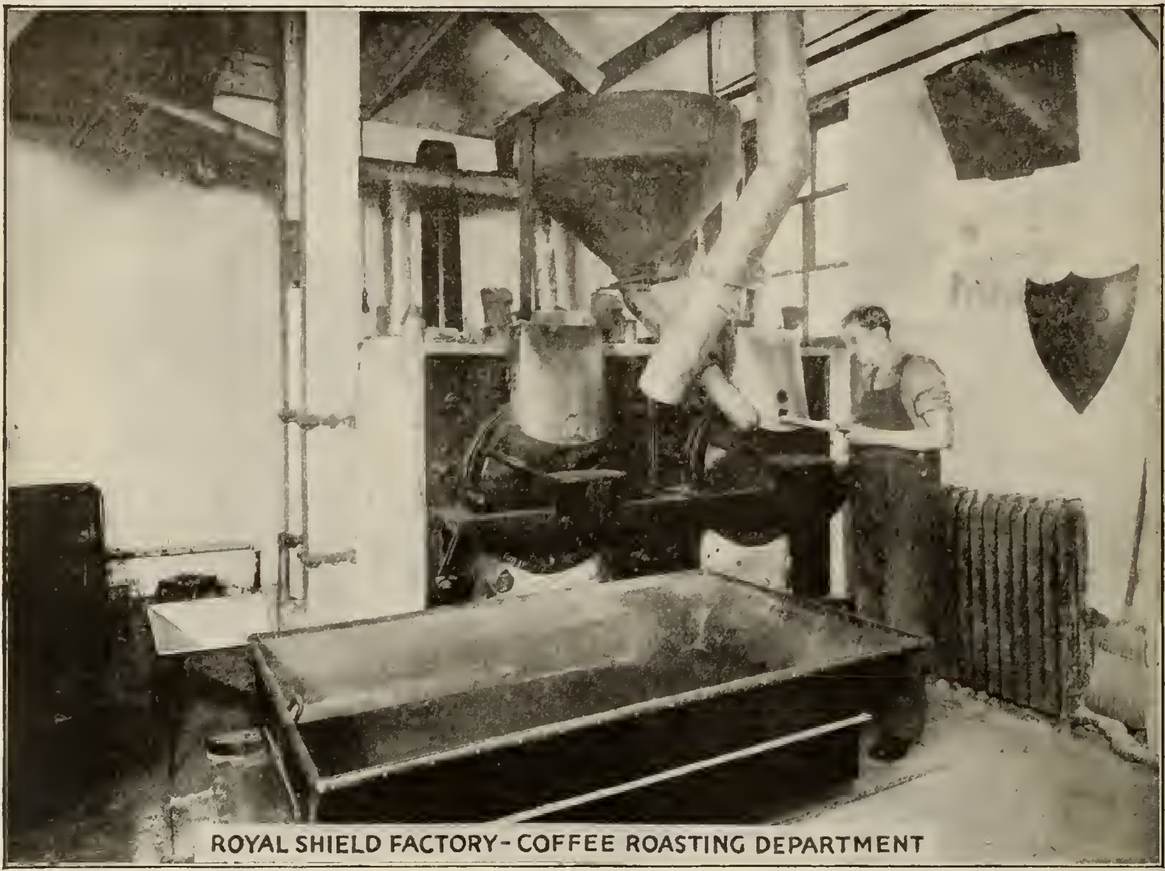
Water boils in 45 seconds.

Capacity 3 quarts.

J. J. McLaughlin Limited

Toronto **Edmonton**

We Roast our own Coffee



ROYAL SHIELD FACTORY-COFFEE ROASTING DEPARTMENT

and do our own coffee blending

With the Fall and Winter months comes an increased demand for coffee. Royal Shield Brand is roasted, blended and ground in our own factory. We use the modern steel cutting plant only. Royal Shield Coffee has a quality and flavor all its own—it has the flavor that's popular throughout the West.

Wholesale Grocers and Importers

ROYAL SHIELD BRAND OF GOODS

Campbell Bros. & Wilson, Ltd.
WINNIPEG

Campbell, Wilson & Horne, Ltd.
CALGARY, EDMONTON, LETHBRIDGE

Campbell, Wilson & Adams, Ltd.
SASKATOON

Campbell, Wilson & Strathdee, Ltd.
REGINA

What About Your

Christmas Trade

Mr. Grocer?

Clark's Mincemeat

will be one of your best sellers

The purest, the best, the most convenient

READY FOR USE

In all sizes. Cans, Pails, Barrels and Glass

Clark's Concentrated Soups

CHATEAU BRAND

Every variety, best of quality,
and prices right

NO BETTER SOUP ON THE MARKET

Clark's English Plum Pudding

Sizes 1 and 2.

Prepared from the very finest selected fruits, spices, etc. An attractive package, and a first class seller. Get the prices from your jobber.

STOCK UP NOW

W. Clark Limited, Montreal

MODERN GROCERY EQUIPMENT

Adds an air of distinction to your store —and

ATTRACTS TRADE.

The "Walker Bin" System

will save 25% of your floor space and also of your expense for skilled salesmen.

Is this worth your consideration?

We manufacture the best in show cases and refrigerator counters.

Write now for illustrated catalogue and estimates.

Walker Bin & Store Fixture Co.,
LIMITED
Berlin, Ontario

WALKER PATENTED BINS

REPRESENTATIVES:
Manitoba: Watson & Truesdale, Winnipeg, Man.
Northern, Sask.: North-West Specialty Co., Saskatoon, Sask.
Southern Sask. and Alta.: J. N. Smith, Box 695, Regina, Sask.
Vancouver: Western Plate Glass Co., 318 Water St.
Montreal: W. S. Silcock, 33 St. Nicholas Street.
Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.B.

WALKER PATENTED BINS

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

---

"Rideau Hall" Coffee

Old coffee drinkers will soon tell you that "Rideau Hall" coffee is the finest they have ever tasted. Send for trial order and get some of your coffee-drinking friends to pass judgment on it. It is the result of long experience in coffee blending—it is the coffee triumph of an expert.

Comes in one-pound and 25c tins.

Gorman, Eckert & Co., Limited
LONDON, ONTARIO
Western Selling Agents, Mason & Hickey, Winnipeg

BUY
"Redona" and "Matador"
SHELLED

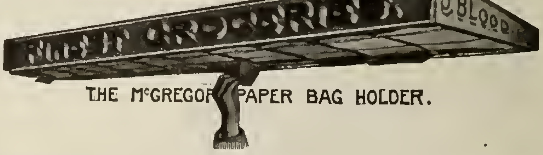
ALMONDS

The most popular amongst the Grocery and Confectionery Trades

COSMELLI & COMPANY

Packers and Shippers of the well-known Red "C" and Red "B" Fruit Pulps.

Monument Buildings, London, England



THE McGREGOR PAPER BAG HOLDER.

HOLDS EVERY SIZE BAG FROM ¼ TO 10 LBS.

hangs right above the counter ready for use. Saves time, space and waste in bags. No hole punching or any extra trouble whatsoever, simply lay the bags in their respective compartments. Quicker service a certainty. No up-to-date store should be without one.

Selling Agents for Canada:	O. P. McGREGOR
KILGOUR BROS.	Patentee and Manufacturer
21-3 Wellington St. W., Toronto	411 Spadina Ave., Toronto

BLUEBERRIES
AND
SARDINES

are good stocks to-day, and while present stocks last we will sell:—

BLUEBERRIES in QUART SEALERS packed by J. S. Wells, Ltd., White Haven, N.S.

1 doz. cases at $3.00 per doz. These are hand packed goods and are exceptionally fine.

SARDINES, KING EDWARD BRAND (Norwegian).

100 tins to the case, $9.00 per case. The Sardine fishing in Norway was practically a failure this year. We were fortunate in securing an early supply of this excellent Brand and while worth more money to-day, yet while stock last we will sell at above figure.

MAIL ORDERS. We have the stock and facilities to ship promptly. Try us.

Fenwick, Hendry & Co.

Importers and Manufacturing
Wholesale Grocers

KINGSTON, ONTARIO, CANADA

The Best-Selling Corn Starch

in England is undoubtedly Brown and Polson's—it is the grocer's favourite as well as the most popular with the public.

Brown & Polson's Corn Starch

is sure soon to be as popular here as in England. You will find it pay you well to keep a good stock of Brown & Polson's and give it prominent window and counter display.

Canadian Agents:

HAMBLIN & BRERETON,
149 Notre Dame Avenue, E., Winnipeg,
510 Ninth Avenue West, Calgary,
842 Camble Street, Vancouver.

MACGREGOR SPECIALTY CO.
TORONTO & EAST

Proprietors: *BROWN & POLSON,*
Paisley and London, England.

S.H.B.

BENGER'S Food

Copyright Design.

For INFANTS, INVALIDS and the AGED.

GOLD MEDAL AWARDED

Health Exhibition, London, Adelaide and Melbourne.

The "LANCET" describes it as:
"Mr. Benger's admirable preparation."

The "BRITISH MEDICAL JOURNAL" says:
"Benger's Food has by its excellence established a reputation of its own."

Circulars & Showcards on application.

Benger's Food and other Preparations may be obtained through all Wholesale Jobbers in Canada.

BENGER'S FOOD, LIMITED,
Otter Works, MANCHESTER, Eng.

199C

John Gray & Co., Limited

Glasgow Scotland

1 lb. Floral Glass

Samples and Prices from

Maritime Provinces, Quebec, Manitoba, Saskatchewan and Alberta, W. H. Dunn, 396 St. Paul Street, Montreal; Toronto, Lind Brokerage Co., 47 Wellington St. East; Ottawa, E. M. Lerner & Sons, 11 York Street; British Columbia and Yukon, Kirkland & Rose, 312 Water Street, Vancouver.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Brantford Cold Storage Co.
LIMITED
Wholesale Produce Merchants
If you are in need of
HONEY
In any quantity write us for quotations
BRANTFORD, ONT.

Headquarters for White Beans and Evaporated Apples.

W. H. MILLMAN & SONS
Wholesale Grocery Brokers
Toronto, Ont.

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents
and Importers
77 York St. - Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Morrow and Company
39 Front St. E., Toronto
Cereals
We buy and sell rolled oats, oatmeal, rolled wheat, pot and pearl barley, split peas, cornmeal, white beans, wheat breakfast foods, buckwheat, Graham and whole wheat flours, English and Canadian boiling peas.

The
Condensed Ad.
page
will interest you

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
LTD.
Wholesale Grocery Brokers & Manufacturers' Agents.
WINNIPEG
We solicit accounts of large and progressive manufacturers wanting live representatives.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants. Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
Saskatoon - Western Canada

Eastern Manufacturers Limited
Manufacturers' Agents,
Saskatoon, Saskatchewan.
Cover Northern Saskatchewan completely. The jobbing trade in Saskatoon, Yorkton, North Battleford and Prince Albert is visited daily. We want to represent you in this large and growing territory.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER and MANUFACTURERS' AGENT.
Trade Established, 15 Years
Domestic & Foreign Agencies Solicited

When writing advertisers, kindly ention having seen the ad. in this paper.

W. H. Escott Co., Ltd.
Wholesale
Grocery Brokers
181-183 Bannatyne Ave.
Winnipeg, Canada
Branches Covering
All the Wholesale Centres in the West

WESTERN PROVINCES—Continued.

NORTH-WEST SPECIALTY CO.
Manufacturers' Agents
Cover Saskatchewan completely. All large centres visited monthly. Open for agencies for all kinds of Store Fixtures and Specialties. Warehousing facilities.
Suite 109, Willoughby-Summer Block, Saskatoon, Saskatchewan.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

RUTTAN & CHIPMAN
WHOLESALE GROCERY BROKERS
and
MANUFACTURERS' AGENTS
Fort Garry Court, Main Street.
Winnipeg - Canada

SIMPSON PRODUCE CO. Winnipeg Man.
Will be pleased to discuss with agents or manufacturers of Bakers', Butchers' or Grocers' specialties, the introduction of their lines to the Prairie Provinces—we go direct to the trade or through the Jobbers.
Dealers in High Class Produce and Provisions.
Simpson Produce Co. 248-252 Princess St. Winnipeg, Man.

LEADLAY LIMITED
332 Bannatyne Ave.,
Winnipeg, Man
Grocery Brokers & Importers
"Foster-Clarkes Cream Custard."

Manufacturers' Agents and Brokers' Directory

(Continued.)

BRITISH COLUMBIA.

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
352-6 Cambie St., Vancouver, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

O'Loane, Kiely & Co., Ltd.
WHOLESALE GROCERY BROKERS
CANNED GOODS, DRIED FRUITS, ETC.
CANNED SALMON A SPECIALTY
We cover British Columbia and Alberta
Head Office - - Vancouver, B.C.
Reference: The Bank of Montreal.

The CAMPBELL BROKERAGE CO.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street . Vancouver B. C.

WORLD RENOWNED
C.F.St.&Co
BRAND STUHR.

STUHR'S
GENUINE CAVIARE,
FILETS D'ANCHOIS
(naturels),
ANCHOVY PASTE.

"Please ask for our offer."

C. F. STUHR & CO., HAMBURG.

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'
KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.
Wellington Mills, London, England

NEWFOUNDLAND.

The CHAMBERLAIN-DOWNEY Company, Limited.
Wholesale Jobbers & Manufacturers' Agents.
Grocery, Confectionery and Tobacco Specialties.
Correspondence solicited on Domestic and Foreign Lines.
TRACKAGE AND WAREHOUSE.
1214 Homer Street, Vancouver, B. C.

E. O. CORNISH
COMMISSION AGENT
Canned Goods a Specialty
821 Pender St. W., Vancouver, B.C.

McCANN & LANGFORD
Winch Building Victoria, B.C.
Manufacturers' Agents and Commission Brokers.
We can give special attention to a few good agencies. Anything we handle we push
References: Bradstreets, Royal Bank, Union Bank.

T. A. MACNAB & CO.
ST. JOHN'S NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references.
Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

When writing advertisers, kindly mention having seen the ad. in this paper.

A well known firm of Manufacturers wish to appoint a buying agent for the sale of Nut Butters for Bakers and Confectioners' use. Only first-class firms with an adequate staff of travellers and capable of covering the Country thoroughly well will be considered. Reply to Z.G. 339, Messrs. Deacon's Advertising Offices, 7 Leadenhall Street, London, E.C., England.

One of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

The failure to stock some standard commodity may be the means of a merchant losing trade.

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you.
If you have a bad headache,
If you are feverish.
If you do not sleep well.
If you are nervous.
If you have LaGrippe.
If you suffer from neuralgia.
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

are recognized everywhere as a specific remedy in all cases of headaches, and they can be recommended by every merchant with perfect safety as an effective remedy. Don't lose trade by allowing your supply to run short.

If you don't know them, try Mathieu's Nervine Powders yourself at our expense as per coupon attached.

For all forms of colds Mathieu's Syrup of Tar and Cod Liver Oil is recognized as a safe and effective cure.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—
Name ....
With (Name of firm) ....
Street ....
City or town .... Prov. ....

JAPAN TEAS

Furuya & Nishimura

The Test of Time

For more than forty years, Electric Paste Stove Polish has met every requirement of thousands upon thousands of critical housekeepers. What more could you ask? Have you tried it yet?

For Sale By All First-Class Jobbers in Canada.

Manufactured only by John Diamond, 458 North Third St., Philadelphia, U.S.A.

Do you want a good line in Pickles ?
There's nothing to beat

PURNELL'S FINEST ENGLISH PICKLES

for purity, fine flavor and good profit. For over 150 years their quality has always been of the same high excellence and they appeal to the most discriminating palates.

Your better trade will benefit. Ask your wholesaler for particulars.

Purnell & Panter Limited
BRISTOL, ENGLAND

PURITY SALT

If you are very particular in supplying the needs of your patrons you will give them only high and pure quality products. In selling salt the particular dealer recommends and gives his customers PURITY SALT. Perfectly distilled and dried by the use of the most improved processes.

Purity Salt allows the dealer a good profit, and invariably gives satisfaction.

The
WESTERN SALT CO.,
LIMITED
COURTRIGHT, ONTARIO

BONITA BRAND COFFEE

Attractive Quality!
Attractive Package!
Attractive Price!
Attractive Profit!

IN ORIGINAL PACKAGES ONLY
CASES OF FIFTY OR ONE HUNDRED ONE POUND BAGS

"The White Bag of Quality"

CHASE & SANBORN - MONTREAL

St. Lawrence Granulated

the Canadian Standard of Quality. 100% Pure Cane Sugar.

The final estimate of the present Cuban crop for 1912-1913 is 2,428,537 tons, being over 500,000 tons larger than the preceding year. On the other hand, the last estimate of the European beet crop for this season is about 500,000 tons less than last year.

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH
AND
PROCTOR
SOLE PACKERS
Halifax, - N.S.

Our neat and instructive booklet

Fish and How Handled

(It is Free)

Will show you how to make your fish department a dollar producer.

Ask For It

Ocean Brand

HADDIES
KIPPERS
BLOATERS
FILLETS

are the choicest quality procurable and are shipped in perfect condition.

We have not spent years in studying the handling and curing of fish without making sure of producing a line that cannot be equaled.

Let Us Send You Those Five Store Signs Which Others Are Happy Over

North Atlantic Fisheries Limited, Montreal

Wagstaffe's Mincemeat and Plum Puddings

Mincemeat Season Mr. Grocer

Mincemeat, Plum Puddings, Drained Cut Peel, Orange and Lemon mixed in 1 lb. cartons and 25 lb. Gold Lined Pails.

Mincemeat packed in 1 lb. Glass, 2s, 5s, 7s, and 25 lb. Gold Lined Pails.

Plum Puddings packed in 1 lb., 2 lb. and 3 lb. crocks. 1 dozen to the case.

REPRESENTATIVES:

W. L. Mackenzie & Co.,	Winnipeg, Man-
McKelvie & Stirrett,	Calgayy, Alta.
Dominion Brokerage Co.,	Edmonton, Alta,
Shallcross, Macaulay & Co.,	Vancouver, B.C.
R. S. McIndoe,	Toronto, Ont.
Gordon Miller,	Montreal, Que.
H. M. Wylie,	Halifax, N.S.

The Kiddies' Coppers Make Dollars

There is such a rich taste of goodness with all our lines that they must prove extra fine sellers.

NUTTY CREAMS
17-lb pails, per pail, $2.40. Sells at 25c. per lb
5-lb. boxes 15c. per lb.
JUST A SPECIMEN

Fresh and Crisp from the Factory

Mail This TRIAL ORDER to-day

60% CLEAR PROFIT

SUGARS & CANNERS, LTD., Montreal
Please ship, freight prepaid:

1 pail MIKADO MIX, 32 lbs. ..	$ 2.56
1 pail MINTO MIX, 32 lbs.	2.56
1 pail NUTTY CREAMS, 17 lbs.	2.40
1 pail MINT BUTTONS, 17 lbs.	2.20
Gross Goods (Assorted), 8½ gross boxes...	4.00
	$13.72

Name Here ....

Address ....

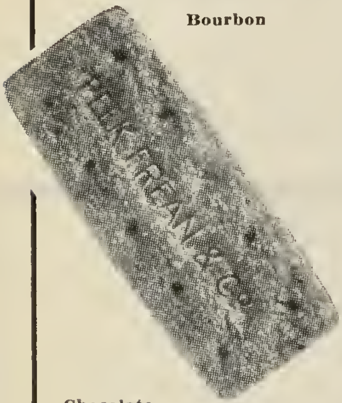
Sugars & Canners, Limited
MONTREAL

The Connaught

A Princely Biscuit

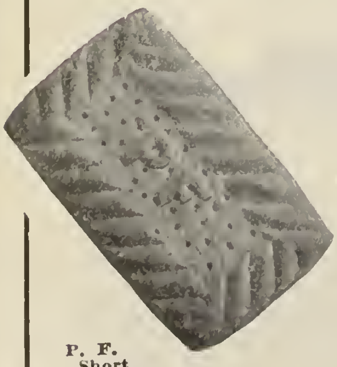
Pat-a-Cake

Bourbon



Chocolate Sandwich

Ye Billiken



P. F. Short Cake

biscuits from across the "brine"

Peek, Frean **P.F.** London

Peek, Frean's Biscuits are the most toothsome of all. :: ::

Have you tried the famous P.F. Short Cake?

Proof of the popularity of this delicious biscuit is in the fact that about 325,000,000 were sold the year of its introduction. The delightful crispness, the genuine old time short cake flavor and the richness of quality not only sell the first order, but ensure continued demand.

The Connaught

P. F.'s latest introduction—a delicious biscuit—good design, popular name, attractive flavor, striking label. About 48 to the lb. All P. F. Biscuits are shipped in hermetically sealed tin boxes, are always oven fresh. A postal to-day to any agent will bring samples of these lines.

PEEK, FREAN & CO., Limited
Biscuit Manufacturers
LONDON, ENG.

AGENTS: British Columbia—The W. H. Malkin Co., Ltd., Vancouver; Alberta, Manitoba, Saskatchewan, Ruttan & Chipman, Fort Garry Court, Winnipeg; Ontario, The Harry Horne Co., 309-311 King St. W., Toronto; Ottawa and Eastern Canada, Frank L. Benedict & Co., 45 St. Alexander St., Montreal.

Three Snaps for the wide-awake Grocer

BROOMS—You know the prices have advanced—with the possibility of higher prices. Here is the opportunity to save money.

A **good** 4-string Broom at **$2.50** a dozen.

Listed to-day by the makers at $3.00 a dozen.

We have excellent values up to $5.00 a dozen.

MAPLE FLAVOR SYRUP —In wine quart tins at **$1.90** a dozen.
Sold regularly at $2.35 a dozen.

Freight paid on
5-case Lots.

MIXED PICKLES—5-gallon pails at **$2.00** a pail.
F.O.B. TORONTO

QUALITY GUARANTEED

This is your opportunity to put in your winter's supply at a big saving in cost.

NEW CROP RAISINS

We have in stock about every kind produced anywhere on earth.

MALAGA
TABLE RAISINS
VALENCIA
RAISINS and
SEEDLESS VALENCIAS

CALIFORNIA
SEEDED RAISINS
SEEDLESS RAISINS
THOMPSON'S SEEDLESS
BLEACHED SULTANAS

SMYRNA
SULTANNAS
Fine Bold Fruit
7½c. lb. Cleaned.

NEW CROP FIGS

COMMADRE
Tops and Serons

ELEME TABLE
10, 20 and 35 lb. box
8 oz., 12 oz. and 14 oz. glove

PULLED LOCOUMS
PROTOBEN

NEW CROP DATES

FANCY HALLOWEE
Boxes and Half-boxes

PACKAGE
DATES

FARDS
12 lb. Boxes

We have cut the prices on all NEW FRUITS down to rock bottom.
SEND US YOUR ORDERS

EBY-BLAIN, LIMITED

WHOLESALE IMPORTING & MANUFACTURING GROCERS
Coffee Roasters, Spice Millers and Tea Blenders to the Trade

CORNER FRONT and SCOTT STS. **TORONTO, CANADA**

Increasing Always

Notwithstanding lower values of goods and adverse conditions of trade, our sales for the month of

OCTOBER

have reached

$515,124.52

Hudon, Hebert & Co., Limited

MONTREAL

How we beat the tea pedlar

By this Grocer's son.

T. H. Estabrooks Co., Ltd.,
Toronto, Ont.

Gentlemen:—

I see that you reproduced my letter in your ad. in The Canadian Grocer on Oct. 24th, and I trust that it helped other Grocers to make the decision to sell more RED ROSE TEA.

Reading it recalled this incident.

Mr. H. lived in the country and bought his year's supply of tea when he sold his crops.

A tea pedlar tried to sell him a caddy of tea one day. As a last resort he dumped off a 50-lb. chest and drove away, saying, "If you like it, pay for it when I come around again, and if you don't like it, don't pay for it."

Our salesman called shortly after and said the chest didn't contain 40 lbs of tea. Weighing revealed a shortage of over 8 lbs. The price asked was 45c per lb.

The Taste Saved the Sale

Our order clerk then presented Mr. H. with a sample of Red Rose 40c tea. This, and a sample of the pedlar's tea were given to Mrs. H., distinguished only by a number. The better tea was to be purchased. The family of nine declared emphatically for No. 1, which was "Red Rose."

The test thoroughly convinced Mr. H's family, and to-day they won't let a tea pedlar inside their gate.

Mr. H. gave our order clerk an order for 100 lbs. of Red Rose Tea.

Red Rose won out at every test we've made and the best part of it is that **no tea pedlar can buy Red Rose Tea.**

Red Rose Tea

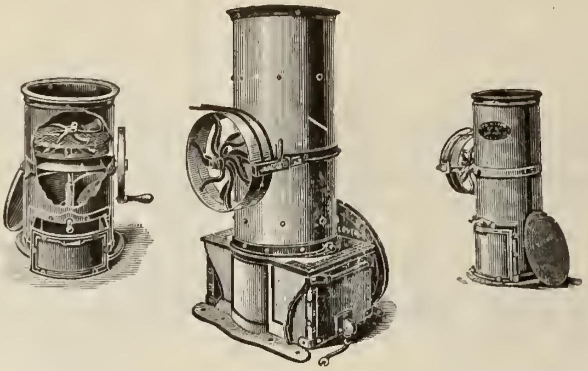
"Is Good Tea"

T. H. Estabrooks Co., Limited

Head Office:—ST. JOHN, N.B.
Western Branches:
Winnipeg, 156 Lombard St.
Calgary, 322-326 Ninth Ave. W.

7 Front Street East
TORONTO, Ont.

NOTE—This is an actual incident in the experience of Messrs. —— & Son, prominent grocers in the Niagara Peninsula.



Combined Sifter and Mixer

FOR ALL KINDS OF DRY POWDERS

¶ Efficient and Rapid in Action.
¶ Breaks down all lumps.
¶ Self-cleaning and emptying.
¶ Sieves interchangeable.
¶ All lubrication effected from outside.
Seven sizes for Hand or Power driving.

Grocers' Engineering & Whitmee Ltd.
COLE STREET, LONDON, S.E. ENGLAND,

Specialists in Appliances for all Grocers
Catalogue on Application

IRISH MILK

From Ireland

SWISS DAIRY BRAND

Sweetened Condensed Milk

Price $3.85 Per Case
of 4 dozen pound tins.

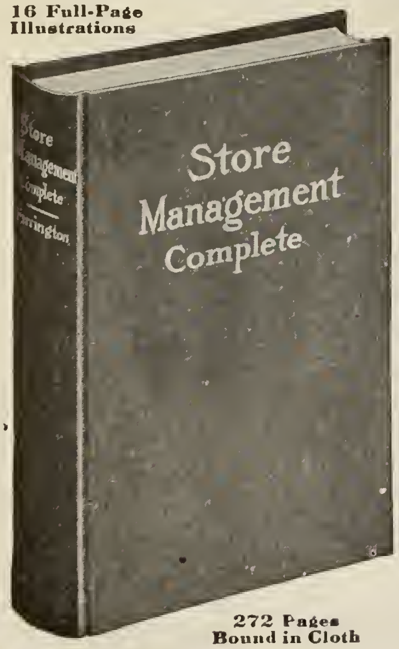
Freight allowed on 5 case lots up to 40 cents cwt.—3rd class.

A 10c. line with a Large Profit

Kirkwood & Sons
176 Dupont St., Toronto, Canada

Store Management—Complete

16 Full-Page Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK
BY
FRANK FARRINGTON

A Companion Book to
Retail Advertising Complete

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

The "Eureka" saves many times its cost

The store without a good refrigerator has, as it were, a hole in the "profit bucket." Good profits are allowed to leak out by spoilage and waste. The profits so lost in one year would, in many cases, pay the cost of an Eureka.

The Eureka is backed with over twenty-seven years of manufacturing experience. Made any size for Butchers and Grocers.

Eureka Refrigerator Co., Ltd.
54 Noble Street, Toronto

Montreal Representative:
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg

The Maximum of Quality

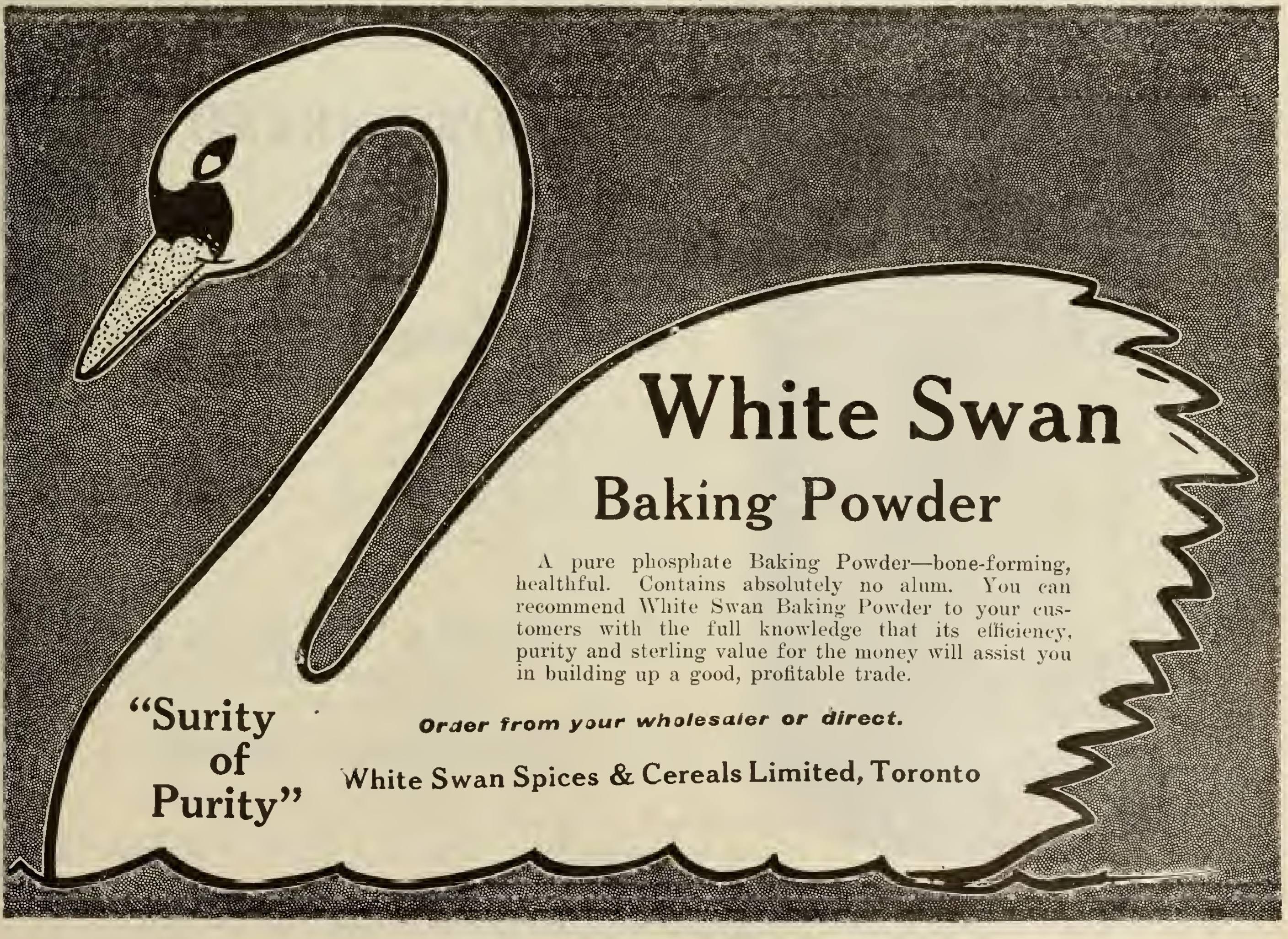
"SALADA"

Tea for twenty-one years has served the public with unequalled quality. Its reputation for reliability in purity and fine flavor has won the public confidence and the enormous demand makes selling easy. There is no uncertainty in handling "SALADA;" both the sale and profit is sure and every pound you sell advertises you as a dealer in "Quality." Make "SALADA" the leader in your Tea Department and see what it will do for you.

"SALADA"

LONDON, ENG.	NEW YORK	BUFFALO	TORONTO	MONTREAL	BOSTON	CHICAGO	DETROIT
41 Eastcheap	100 Hudson St.	38 W. Genesee St.	32 Yonge St.	St. Paul St.	34-35 S. Market St.	361 N. River St.	Shelby Block

Branches also in Pittsburg and Philadelphia



White Swan

Baking Powder

A pure phosphate Baking Powder—bone-forming, healthful. Contains absolutely no alum. You can recommend White Swan Baking Powder to your customers with the full knowledge that its efficiency, purity and sterling value for the money will assist you in building up a good, profitable trade.

"Surity
of
Purity"

Order from your wholesaler or direct.

White Swan Spices & Cereals Limited, Toronto

One Quality Always and That the Best

Mustard, the staple condiment, to be good must be the Right Brand and properly prepared. Inferior quality materials are never used in the preparation of

COLMAN'S MUSTARD
OR
KEEN'S MUSTARD
IN SQUARE TINS

They are always uniform in quality and flavor and of superior strength. The trade demands the best; these brands supply it.

Magor, Son & Co., Limited
Agents for the Dominion of Canada
403 St. Paul Street, Montreal
Toronto Office, 30 Church Street

This is CROWN BRAND Weather

"Chill November's icy blast" means that the body requires heat-producing, tissue-building foods.

Crown Brand Corn Syrup

is a good thing to suggest to your customers during the winter months, because of its body-building qualities.

Your customers should have CROWN BRAND once—after that it's "a matter of course."

The Canada Starch Co.
LIMITED
MANUFACTURERS OF THE
Edwardsburg Brands
Cardinal and Brantford
Montreal, Toronto, Calgary, Vancouver

Dealer's Idea on Catering to High Class Trade

Second Class Goods Tabooed by J. Forde & Co., Brantford, Ont. —Care in Selection of Fruits, Butter, Eggs, Sausages, Ham, Bacon, etc. — Outside Canvassing Done Twice a Week Where Customers Haven't Phones — Specializing on One Line in Advertising.

"What is our system for catering to a high class trade?" observed J. Forde, of J. Forde & Co., grocers, Brantford, Ont., in answer to a question.

"In a word we never keep second grade of anything.

"We confine ourselves to first class goods and let the other fellow handle the rest if he wants to.

"We try to dispense with anything that is 'messy.' We never, for instance, sell mince meat in pails. The only fruit we keep are lemons and oranges.

"We sell no 'cheap' goods. For example we carry no biscuits under 15 cents a lb.; no 2 for a quarter goods. The first-class trade doesn't want them.

Aim to Get Best Produce.

"In butter nine-tenths of what we sell is creamery; only a little dairy. We pick the makers from among the best whom we can depend on for a uniform standard.

"Our eggs we get from places where we can depend on them. Some are stamped with the name of the parties, and a while ago we used to stamp the date of gathering as well. But we found that if many customers were sent eggs gathered four or five days ago, they would come to the conclusion that they were not fresh. Some were so unreasonable as to think the eggs should be laid the day they got them.

"In coffee we experimented for years until we found a blend that suited. We use an electric coffee mill, grinding it as it is sold to keep it fresh.

"In hams and bacons we keep what we consider the two best brands.

"We also carry a special line of sausages that retail at 35 cents a lb. For this we are careful to know our orders ahead before wiring so we never get stuck. This is limited mainly to cold weather.

"In bread we have one line of homemade, and keep that only because we were asked for it occasionally and felt we had to, instead of sending out to buy it each time.

Little Canvassing Work Done.

"We do very little canvassing for orders. Twice a week a man calls at houses of regular customers who haven't 'phones. Lots of grocers in Western Ontario have men who beat up business all the time, but that is a poor way in my opinion to get it and it is a kind of business on which a grocer is apt to get 'stuck.'

"In our bookkeeping we have a loose-leaf ledger system and bills are rendered monthly. These are sent in to the women as they do the ordering and most of them pay by cheque.

Disadvantage in Phone Customers.

"There is one disadvantage, of course, in having so much done by 'phone. Our customers often do not visit our store in weeks and we cannot set new or special lines of goods before them as we could on a visit. But for all that we aim to keep a thoroughly clean store and make it attractive by displaying the finest quality of goods. If we haven't what is asked for, we study markets enough to know where we can get it. We do this whenever possible to oblige our customers.

The Christmas Confectionery.

"For Christmas we have good supplies of the finest dried fruits and nuts and candies. We never sell anything cheap in the candy line, but only first-class quality, and find bottled confectionery a popular form.

"In staple lines we sell at regular prices as low as any store. That is imperative, no matter what class of customers you have. But on the finer lines your profits naturally are much higher and your percentage of profit shows up better than in a medium class of trade.

How Ads are Prepared.

"In our advertisements we seldom mention "bargains." We usually content ourselves with setting out a special line, say cheese, and giving a list of fine brands. Prices are seldom given, as few of our people bother asking prices. At Christmas we make a 'spread.' "

J. Forde & Co. have been in business at this stand for three years, and 57 years in the old; not Mr. Forde himself, of course all that time, but his father before him.

IN STOCK

CHEESE

Oka
Roquefort
Limberger Bricks 25c
McLaren's Cream, Jars
Ingersoll Cream, Packages
Pimento, Packages
Camembert, Tins
Old and New
Canadian

J. FORDE Co.

Importers of Fine
Groceries,
39 and 41 Market Street
Bell and Automatic Phones 141

Genuine Turkish Delight

20 cts. pound

7lb. Tins
$1.20

J. Forde Co.

Grocers

39 and 41 Market Street
Bell and Automatic 141

Soups

Ox Tail
Chicken
Consomme
Mock Turtle
Clam Chowder
Clam Bouillon
etc.

Tomato
Bouillon
Vegetable
Mulligatawny
Celery
Julienne
etc.

13c. Tin, 2 for 25c.
$1.40 Doz.

J. FORDE Co.

Importers Fine Groceries
39 and 41 MARKET ST.
Bell and Automatic 141

Samples of the newspaper advertising of the J. Forde Co., Brantford, Ont. Only one line is advertised in each piece of copy. Prior to Christmas, of course, larger space is used advertising many Christmas goods.

Laundry Soaps Advance 20c. Case in the West

Manufacturers Explain That Prices in Western Canada Did Not Advance Two Years Ago When They Went Up in the East — Also Raw Materials Have Held Pretty Firm—Advance Occurs in England—Condition of the Market in Old Country.

The soap situation as it affects Canada, Great Britain and the United States is one of the most interesting topics in the grocer's curriculum at the present time. The prices in England have advanced on an average one cent per pound on laundry soaps as a result of the continued increase in the cost of raw materials. Canada had not been influenced so far as the wholesale and retail trade are concerned, until this week when the Western jobbers were notified of an advance of 20c per case.

No Change in the East.

This applies only to Manitoba and farther West. When Canadian Grocer inquired as to the possibility of an advance in the East the reply of one manufacturer was that it was not being considered.

A second manufacturer stated definitely that no advance would follow at the present time, and, for the future, would depend entirely upon the market situation of the raw products.

The difference in action as regards East and West is explained by the fact that a couple of years ago when the last advance in soap took place Western Canada prices were left unchanged, so that this rise, as it were, was "coming to them."

Such in brief is the position this week.

Why Old Country Prices Went Up.

The English manufacturers have increased the price about four times what has gone into effect in Western Canada, but they are operating under somewhat different conditions. Certain ingredients among oils are used extensively in laundry soaps in England which do not bulk so largely in Canadian and United States laundry products, such as palm kernel, cotton oil, cocoanut oil, etc. During the past ten years the cost of these has nearly doubled. Fourteen years ago cocoanut oil could be bought from 5 to 7 cents per lb.; two months ago it had jumped to 15½ cents, although at present it is down to 12 cents, the ruling price for the past year or so. Within a comparatively short period cocoanut oil has advanced 3 cents; cotton oil 1½ cents; tallow 1 cent, and grease 1 cent; while wooden boxes are up as well. Cotton oil is the highest in ten years, and palm kernel oil is 3 cents above normal.

What Science Has Done.

There is a reason for this, beyond the apparently unreasoning attitude of some other products that followed suit, playing the universal trump card of "higher prices." In the last few years the Germans with their marvellous scientific discoveries, have developed means of extracting the odor and taste from various oils and converted them into sweet and otherwise appetizing food products, to replace butter and other essentials of Canadians. With the larger demand these substances have gone up.

As has been pointed out, some of these oils are not used ordinarily in Canadian laundry soap manufacture, although practically every ingredient has experienced some advance.

Future Uncertain.

A Canadian manufacturer, in discussing the situation with Canadian Grocer this week, said:

"I cannot tell what will be the outcome in Eastern Canada. If an increase of some sort is considered necessary owing to the advance in all lines of materials it may be one of price, or smaller package, or take some other form. So far as the West is concerned there has been an advance in all lines of 20 cents per case."

Another manufacturer expressed the opinion that there would be no immediate advance for the East, and any future ones would depend on future prices of the raw materials.

"There are two statements," he pointed out, "that make the situation easier for us in Canada, in the face of advances of greases, etc. One is the drop in the cost of resin; the other the recent advance in the selling price of glycerine, a fairly important by-product in soap manufacture. These will help to offset the other factor.

"So far there has been no movement to increase prices of toilet soap in Canada. I really do not know what the outcome in this line will be."

The Fall Campaign Number of The Canadian Grocer, published October 10, contains over 200 pages of reading matter and advertisements, with many illustrations, and includes many practical suggestions for the fall and winter trade.—From "California Fruit Grower," Oct 25 (published in San Francisco).

To H. LAPORTE, president Laporte, Martin & Cie, Limited, Montreal. Mr. Laporte was born on November 7, 1850 at Lachine, P.Q. In October, 1870 he began for himself in the retail business, the store being situated at the corner of St. James and Richmond Streets, Montreal. In 1881 he opened a small jobbing business on Notre Dame W. between St. Martin and Richmond Streets. Laporte, Martin & Cie became the name of the firm in 1888. In 1892 the firm built a large warehouse at the corner of Notre Dame W. and Seigneurs St., but this was completely destroyed by fire in 1894. In 1904 the firm was incorporated as Laporte, Martin & Cie., Limitec. Mr. Martin left immediately after incorporation, Mr. H. Laporte buying him out. The business was conducted on St. Peter Street till 1908 and since at 568 St. Paul Street.

• • •

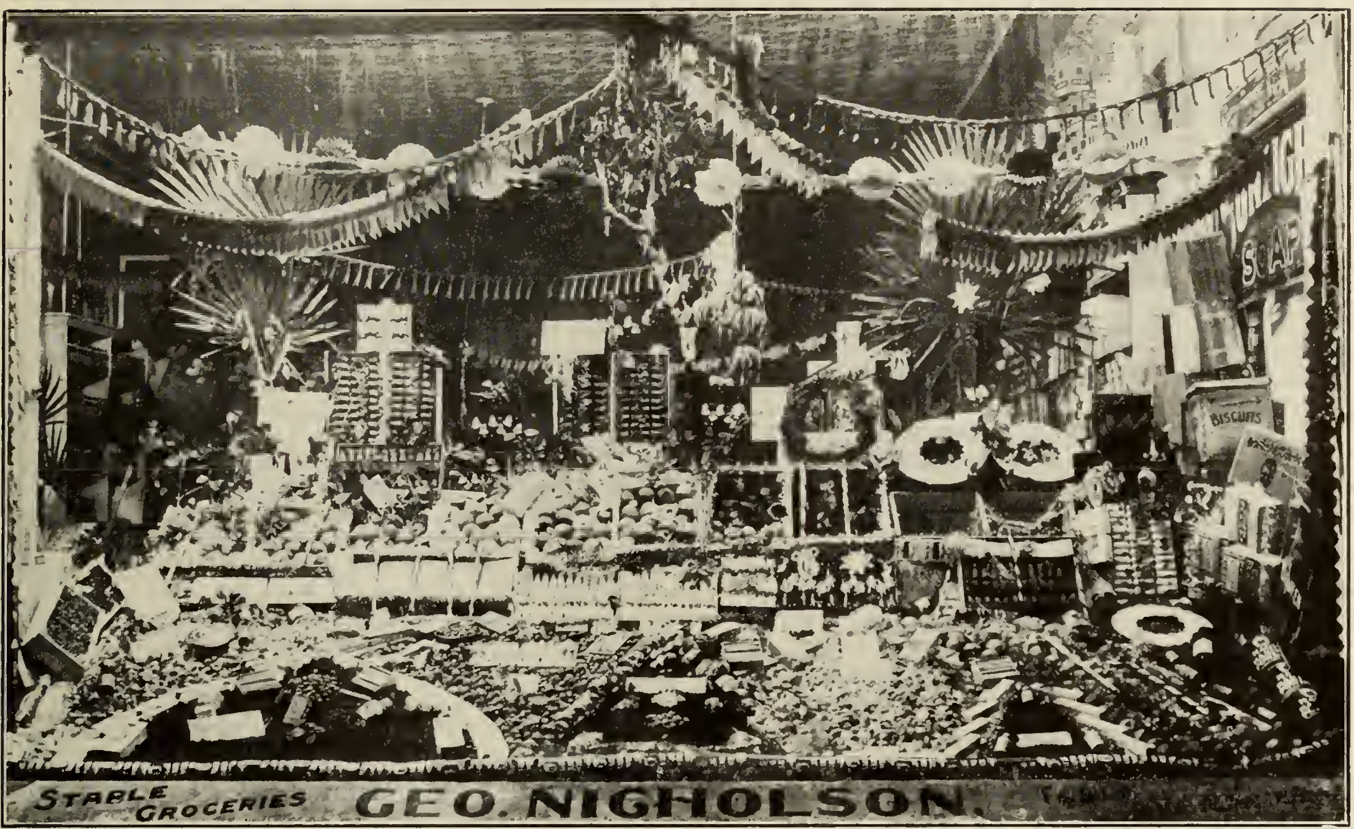
To J. F. DESMARDIS, general manager C. H. Catelli Co., Montreal. Mr. Desmardis was born November 7, 1877 at St. Liboire, Bagot County, P.Q. From 1901 to 1909 he was engaged in life insurance work with the Great West Life Assurance Co. as Inspector of Agencies. After February 1, 1910, he was proprietor of D. Spinelli Co. and on February 1, 1911, when the amalgamation took place became general manager of C. H. Catelli Co.

A merchant sent out his new Swede clerk to make collections. When he returned the merchant asked him how they had responded.

"Oh," said the Swede, "Jim Brown said he'd pay when he sold his wheat, Jan Peterson said he'd pay next week, Bill Jones said he'd pay in January—

"Stop right there," said the merchant. "That's the first time I ever knew Bill Jones to set a date when he would settle. Are you sure Bill said he'd pay in January?"

"Ay tanak so," said the Swede. "He said it would be one cold day when he paid—ay tanak dat he be in January."



Christmas display shown in December, 1912, by Geo. Nicholson, a Winnipeg grocer.

AN ATTRACTIVE CHRISTMAS GOODS WINDOW

The above display was shown last December by Geo. Nicholson, of Winnipeg, Man., and again illustrates how attractive a Christmas window can be made if given some attention.

Along the bottom and towards the front may be seen semi-circular and triangular shaped arrangements of nuts, candies, currants, raisins and peels. The remainder of the floor was tastefully filled with seasonable foods.

The rear is made up of boxes of oranges and apples which lent a particularly attractive color effect, and among which were placed Christmas crackers.

Two large palms were placed in the background with other decorations above to lend a Christmassy touch to the entire display.

Another good feature of this window was the introduction of a few display cards. Two or three neatly written cards tendering suggestions or giving information as to quality can never do harm and are sure to do some good.

The CANADIAN GROCER
Established 1886.
Only Weekly Grocery Paper Published in Canada.
THE MACLEAN PUBLISHING CO., LIMITED
John Bayne MacLean - - President

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.
Cable Address: Macpubco, Toronto. Atabek, London, Eng.
OFFICES:
CANADA—
Montreal—Rooms 701-702 Eastern Townships Bank Building. Telephone Main 1255. O. S. Johnson.
Toronto—143-149 University Ave. Telephone Main 7324.
Winnipeg—34 Royal Bank Building. Phone Garry 2313.
Vancouver, B.C.—2649 Third Ave. West, H. Hodgson.
UNITED STATES—
New York—R. B. Huestis, 115 Broadway, New York, Telephone 8971 Rector.
Chicago—A. H. Byrne, 140 South Dearborn Street, Room 607, Phone Rand 2324.
Boston—C. L. Morton, Room 643, Old South Bldg. Phone Main 1024.
GREAT BRITAIN—
London—88 Fleet St., E.C. Telephone Central 12900. E. J. Dodd.
Subscription: Canada, $2.00; United States $2,.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.
PUBLISHED EVERY FRIDAY.

TORONTO, NOVEMBER 7, 1913

COMPLAINT FROM TOBACCONISTS.

A meeting was recently held in Montreal and attended by a large number of tobacconists, the object of which was to form a defensive association so that grocers could be prohibited from selling any form of tobacco.

Their slogan was to all intent and purposes "Let the cobbler stick to his last." "Why should the retail grocer handle tobacco," "Why should the shoe shining parlors or restaurants be allowed to sell it," and soforth, were some of the questions discussed.

It can hardly be seen how the tobacconists are going to win out on this point. The retail grocer is a very heavy distributor of tobacco. In most cases he sells more plug than the tobacconists in close proximity and he will continue to do so for the simple reason that the plug of tobacco has become a fixed portion of the weekly grocery order. The housewife realizes that she can secure her husband's supply of tobacco from her grocer, so why should she bother ordering it elsewhere? As long as her husband is satisfied with its condition he is quite willing to give his grocer the business whose service in all other lines is quite up-to-the-minute.

On the other hand, will the retail tobacconist state why he sells walking-canes, picture postcards, chewing gum, etc., etc. Isn't he entering the field of the stationer and confectioner in this respect? It seems to us that the tobacconists are just now awakening to the fact that many wise grocers have got the retailing of tobacco down to a finer point than they have, in spite of severe handicaps, and their aggressiveness is making them sit up and take notice.

We will be glad to hear from retailers on this point. Tobacco is a profitable and legitimate side line for the retail grocer, and he has just as much right to handle it as the tobacconist has to vend those lines common to many "smoke" stores, but foreign to the business.

A FAILURE PREDICTED.

Following the decision of the grocers of Moose Jaw, Sask., to trade on a strictly cash basis only, the railway employes are planning to open a co-operative store there in order to get credit. The idea is to form a sort of joint stock company and sell to themselves on time.

Just how such a concern is going to last for any length of time is difficult to understand. Honest railway employes are good customers but dishonest ones are not, and there are always black sheep in every flock. Many of these move about from town to town leaving behind them a trail of unpaid accounts. The Moose Jaw railway employes' co-operative association can count on a considerable loss every year from this trouble, and if things go against them in other ways the losses will be even greater. At the same time, when members of the society have money in their pockets they will spend some of it at least among the retail grocers, thus further lessening the chance of the association getting their own. A short life is predicted for this infant concern.

At the same time the retail trade should hesitate before placing business on a purely cash basis. This drastic action may have been necessary in Moose Jaw, but much thought should be given before such a course is adopted. In this case it has aroused antagonism among the railway employes, the majority of whom no doubt are good pay. Before taking such action every dealer should make a careful introspection of his methods and see that he is working his credit business properly. Let him ask himself: "Have I been lax in giving credit indiscriminately?"; "Am I careful enough to know my customer when asked for credit?"; "Have I been getting after my money as I should?" and "Do I need a little bracing up in the matter of collecting accounts more systematically?"

If these questions cannot be answered satisfactorily, then there is room for a change in methods. Adopt the cash system if you have to, but take a deep look into present methods before doing so.

CANADIAN POULTRY ADVANCING.

A new situation has developed in the poultry markets that will have far-reaching effects. Towards the close of last week Western Ontario was visited by a large number of buyers for U.S. firms who took advantage of the tariff being struck off to start the purchasing in the Canadian market of stocks for United States Thanksgiving.

The result was felt at once. Prices of turkeys, geese, ducks and chickens advanced for Canadian buyers, the first named moving up nearly 3 cents for choice birds. Local buyers fear that opening of new market to the south will create a permanent scarcity, during the rest of the present year and prices will be abnormally high. The available stock this week already is far below last year's. One Toronto wholesaler was visited this week by a Boston buyer who urged him to ship regularly to the New England market, offering to take carloads of his finest stock.

BUSINESS SITUATION IMPROVING.

It is apparent that business conditions in Canada are gradually shaping upwards. Consequent on the movement of the crops and threshing operations, money has eased up in a great many cases thus permitting farmers and those dependent on them to liquidate their debts with more facility.

In its last issue The Financial Post says that some bright reports have come to hand during the course of the current week. The Bank Statement is one of them. It shows for the first time in some months an increase in deposits in the month of September, which, though anticipated, is now a fact which should inspire more confidence. Since the close of that month, however, the banks find the process of liquidation still further improved and is, in fact, all that can reasonably be expected. Deposits are increasing and loans are decreasing at branches situated in the agricultural districts. This applies not only to the West, but to other districts in Canada.

If payments continue to be as favorable during the balance of the year there should be in Canada, an easier condition with respect to money than has prevailed for some time. Such a condition has been looked for. It need not be expected, however, that there will be a return of easier credits, nor are money rates in Canada likely to show any tendency to relax. Although liquidation is proceeding satisfactorily and debt is being paid, there is, The Post says, at the same time, as big a demand as ever for credit. Mortgage companies are still besieged with applications for loans in anticipation of funds being available as a result of the tremendous volume of fall payments now being made.

Typical of the generally-reported sound commercial conditions is the report from one large wholesale grocery and provision house in Montreal. This firm reports close on to half a million dollars business for the month of October. This is away ahead of last year.

Prices, of course, in many cases are not as high, and possibly margins of profit narrower. Cheaper goods are more in demand. But this firm's gross increase has been very large, and consequently their profits will be bigger. Collections, too, are reported by this company to be not too bad considering the general money situation.

In the Maritime Provinces, as in the East, generally, business is normal. There is no sign of it slackening and in some instances increases are recorded. On the whole, the level of a year ago is being approximately maintained.

SELL CONDENSED MILK.

Every autumn the price of milk in the larger centres usually takes an advance beyond prices selling during the summer. This is, of course, due to the decrease in supply as the cold weather advances.

With condensed, evaporated and homogenized milk, however, it is different. Prices do not change so frequently. Here, then, is a splendid opportunity for the retail trade to push the sales of these milks and get them thoroughly introduced to every customer. The mayor of Hamilton, Ont., is helping the retail dealers there by advising consumers to purchase condensed milk, etc. Fresh milk there is selling at nine cents per quart. Condensed milk is more economical. It will keep longer and being sweetened will save sugar. It can, too, be used as required in small quantities.

The dealer anxious to build up a good trade in condensed milk will find, in many cases, this to be the psychological time. He has good arguments to offer by pointing to the high price fresh milk has reached.

ELIMINATE THE EXAGGERATED AD.

The other day a newspaper advertisement was noticed with this head-liner — "Surely A Very Startling Announcement." This was followed by a somewhat commonplace statement that the firm was selling out a certain department of business and prices were quoted on a number of items.

Now the question arises, what was the "startling" thing about this? It was not because it was unusual, because the same thing is happening every day in some Canadian town or city. Could it be that the prices quoted were "startling?" It was stated in the advertisement that the firm would sell off these goods at cost or below. But was that very "startling?" Haven't scores of others done the same thing in the past? Just where one could put his finger on the "startling" part of the announcement would be a problem difficult to solve.

This advertisement is referred to here to point out the fallacy of using exaggerated statements in newspaper advertising. The public of to-day do not appreciate it. "The Biggest and Best Sale on Earth;" "The Most Startling Statement Ever Made," etc., etc., have long since lost their meaning. To promote confidence in an advertisement and to demonstrate one's sincerity in the value offered, plain honest statements are most effective. They may be made somewhat strong at times, but they must be plain and not of the "exaggeration" type. The alleged big exciting and startling sales have lost their glamour. The public want straight common sense talks to-day.

STOPPING MAIL ORDER HOUSE INROADS.

According to the Research of the American Fair Trade League, the mail order houses of the United States do approximately $500,000,000 worth of business annually, while retailers do $2,500,000,000 worth. This means that 20% of the entire retail trade is grabbed by mail order houses. The report further points out that the small towns are losing ground and attributes the growth of the catalogue institutions to misleading advertisements and price-cutting.

There is food for thought in this brief summary for every retail merchant. The business of mail-order houses is growing rapidly in this country, due in many instances to "catch" advertising and aggressive methods. That the legitimate retailer can hold his own if he goes about it properly is beyond question. This requires considerable thought and work but it can be done. The way to go about it is to study the methods the catalogue houses are using and adopt those legitimate ones necessary to offset them.

Each man must study out his own system. Locality, occupations of customers, their character and temperaments, their needs and requirements, etc., must all be taken into consideration. Once a thorough grasp of the necessities of each locality has been secured, and when the methods of the big competitors become familiar, wonders can be worked in holding trade at home, and in preventing mail order houses from getting a foothold.

Study how to give good service as well as how to accept people's money and success is much more easily attained.

POINTED EDITORIALS.

Railway construction is charged with severely handicapping salmon spawning in British Columbia.

• • •

The early bird catches the worm. So, sometimes, does the eater of the early apple.

* * *

Why is it that some collectors invariably antagonize some debtors? This is where character study comes in.

* * *

A neatly written show card or two in a Christmas window adds a touch of refinement with positive selling qualities.

• • •

A salesman who oversells a customer is an expensive luxury. The man who sells a customer all that he can pay for is on the high road to success.

Methods for Selling Fish on Extensive Scale

F. Simpson & Sons, Toronto Grocers, Have Been Handling Fish for Twenty Years — Good Business Gradually Worked up by Catering to Likes of Customers—Displays and Advertising Used to Create Demand.

(Article No. 2. The first appeared in issue of Oct. 24.)

Primed with the experiences and maxims of Fish Man No. 1, the Man in Search of New Ideas left Canadian Grocer this week for a talk with a veteran in the fish business, F. Simpson, of F. Simpson & Sons, grocers and fish dealers, Toronto, a firm that caters to a high class trade up Yonge Street, near Bloor.

It is over 20 years since Mr. Simpson added fish to groceries: he has never been sorry he did so. He has his fish quarters next his grocery store connected by an inner door. There is no separate opening to the street from the fish store. Customers pass in from ordering groceries to order fish; or link the two in telephone orders, and they both go in the same bill. They are dissected, however, by the bookkeepers, and the fish business, financially, run absolutely separately.

Attention Given to Display.

Before talking to Mr. Simpson, who was in an inner office, the Man in Search took a look around. In the window was a neat display of dried and smoked fish, probably seven or eight varieties. These form, however, only a small fraction of this firm's business: fresh fish is the vital part of it.

There was an unusual coloring to the window: the backs and flooring were of black material. So was the "counter;" and the "bins" where the fish were kept on and surrounded by ice.

Use Slate Instead of Marble.

But here comes Mr. Simpson.

"You see we don't use marble here, but slate, to set our fish on," he explained. "Marble is of the chalk family and absorbs. Slate is hard and nothing goes below the surface. It does not look as nice as shining marble, but I prefer it."

We asked Mr. Simpson to tell fish beginners something about how he built up his big business in fish; something about his methods; his views in general.

But to do so the Man in Search employed the reverse of the Socratic method: there the teacher taught by asking questions; here we learned by asking questions of the teacher.

"You seem to scale your fish before sending them out," we observed, noting a man at work in a little room adjoining the fish sales quarters.

Paid More For Scaling.

"Probably ninety-five per cent. of the fish we send out go out without scales or heads," he responded. "The balance go to restaurants, or hotels, or boarding houses. We ask our customers about it, and nearly all request us to do it. Now, of course, this means a good deal of the time of a man, but we find it absolutely necessary to retain the trade. Consequently, we do as every merchant must who is honest to himself, charge more for our fish. We add the cost of preparing it, and the 'cost of living' goes up. But the public want it and will have it, and we give it to them. That is all. Twenty years ago we probably would not scale a single fish that went out of our store. Poultry is the same: we dress most of it before it goes out—and charge up the extra. This is only an instance of the tendency on every side, but the grocer must be prepared to give the service that is demanded, or lose his trade to some one else." And the Man in Search might add: The consumer is quite willing, not only to pay the extra cost, but to give the grocer a profit on the extra service he renders.

ADVICE OF MAN WITH BIG SALES

Remove scales from all fish sent to private homes. Customers will cheerfully pay extra cost.

Get fresh supplies as frequently as possible; daily preferred.

Clean bin in store for holding fish daily.

Have sales at reduced (and ticketed) prices of surplus stock on Saturday night.

Prefer fresh to frozen fish, replacing lake fish with sea products during winter.

Make special mention of fish in weekly circular sent to grocery customers.

"Do you charge more for the fish you scale?"

"We have the same price for all, but this price is higher because we do most of the scaling."

"Is the sale of fish increasing normally?" was another question.

Public Consuming More Steadily.

"There is no doubt of it. Families who used to try fish once a month, almost by chance, are taking it regularly every week, and oftener, as a regular dish; and, of course, there is a large sale among my customers for fish as an entree for dinners."

"To what do you attribute this?"

"In a large measure to the fact that we are sending fish to people's homes in a form that is attractive and easy to handle: cleaned, and without head and scales. I tell you it makes a lot of difference to the person who is preparing it for a meal. As I said before, the cost makes no difference. Keep a variety; keep it absolutely untainted, and deliver it in a tasty form, and people will not consider the price. There is, of course, a growing recognition among people of the benefits of fish eating, that helps sales."

Varieties Kept on Sale.

"What varieties do you find the best sellers?"

"In summer and early fall, trout, whitefish, halibut and herring are among our leaders. Then when it gets cold and we cannot get trout or herring except frozen, we turn mostly to cod, haddock and halibut, sea fish. That is, lake fish first, then sea fish. They must be fresh for most of our trade; we don't do so much in frozen.

"In prepared fish, during the late fall and winter season, we sell finnan haddie and ciscoes probably more than any others."

How Long it Will Keep.

"How long do you keep fish?"

"In a well established business, a 'regular' one like ours has grown to be, we know pretty well how much we want, and try to clean up every night as far as possible. Hence we have daily deliveries of fish to us. But about four days is the most I would like to keep fish. To avoid going beyond that, whenever we have too much, we simply distribute it to charitable institutions. Every night we clean out our slate holders thoroughly and take the fish downstairs, putting in fresh ice with the fish next morning."

"Do you ever reduce prices to increase sales?"

Saturday Night's Lower Prices.

"Only on Saturday nights. Then, if we find we are likely to have some on hand over Sunday, we put it in the window, lower the price 2 or 3 cents a pound.

(Continued on page 41.)

General Merchant Submits Problem on Profits

Does a $36,000 Turnover, Runs the Business Carefully, Watches Credits Closely and Yet Profits Are Not What It Would Appear They Should Be—Where Lies the Trouble—Suggestion Is Made That It Is Due to Insufficient Margins on Many Goods.

By Henry Johnson, Jr.[*]

Here is an interesting letter:—

Henry Johnson, Jr.:

Dear Sir,—We have been in the general merchandise busines here for fifteen years, and each year we are becoming more dissatisfied with conditions and future prospects.

We carry a $3,800 stock, keep three horses, run two delivery wagons, myself and son comprise the firm, have two drivers, one man and a boy.

We average $36,000 annual business, are reasonably good collectors, collect fairly close, and work very hard. We open at 7 a.m. and close at 10 p.m. every day and Saturday we close at 12 midnight.

Work half day each Sunday on the books and all day the first Sunday in each month. We are busy from opening to closing time and we two are the only men behind the counter.

We run duplicate salesbooks and ledger. Everybody who owes us gets a bill the first of the month whether they owe us 29c. or $200.

We always carry from $2,800 to $3,200 on our books. We have 285 active accounts. We are very careful in extending credit, yet our losses average ½ of 1 per cent.

Our weekly payroll is as follows: Self and son, each $15.00; one man, $10; one boy, $5.

Principals do not charge goods taken home, but this will not average much over $4—certainly not more than $6 weekly.

Early last summer we started to lay up a surplus, and we put away $10 per week to be divided equally at the end of the year; but apparently this was too much of a handicap on the business.

Neither of us spends any money foolishly and we save wherever we can. We aim to make and always figure 20 per cent. gross on selling price, and it costs us 12 per cent. to do business.

Where is the other 8 per cent. Can you help us to locate it?

We cannot work any harder, we cannot possibly get along with less expense. We are the fourth oldest store and do about the largest business.

Yours very truly,

—————— & Son.

Mostly Good Management.

Concise; to the point; strangely characteristic. Does it not sound very familiar to all of us?

Business of about the average size, or better than the average; hence, good trade.

Managed by the partners themselves, hence probably as free from waste and the usual leakages as possible.

Hard, earnest work a-plenty; showing honest application to business.

Losses ½ per cent., which is as small as they are anywhere, probably, not excepting the wholesale grocer; hence credit carefully watched and intelligently handled.

Then where is the leak?

The Probable Leak.

I think I see it in: "We aim to make and always figure 20 per cent. gross on selling price." You do not figure enough! And I must try to show you how and why.

You do not make and cannot make 20 per cent. on sugar, nor on flour, probably not on kerosene, likely not on gasoline, nor on potatoes, nor eggs, nor butter. In fact, there is a long list of staples which you handle on a margin of less than 12 per cent. average. Analize your stock a little and you will see how many, many things this covers.

I cannot say what proportion of your business is handled on a margin smaller than your average expense account, but one very well posted merchant insists that 45 per cent. of our goods are so handled. This obviously means that we must make more than the average percentage on 55 per cent. of our sales or we cannot hope to attain the normal gross average of 20 per cent. on our total sales; and without 20 per cent. average all along the line, we cannot really make any money.

Get Wiaer Margins.

You must stop figuring the modest 20 per cent. as a maximum and get it in as a minimum everywhere you can. You must get 50 per cent., 45 per cent., 40 per cent., 33 1-3 per cent., and 25 per cent.—25 per cent. being the true minimum on anything, no matter how apparently staple, on which you can control the price. Moreover, you can control the price to a much greater extent than you evidently think you can do, by taking thought, by getting in more profitable lines, by changing off from lines which may be in demand onto lines on which you can create demand and establish in favor with your customers.

You are in exceptionally advantageous position in this connection because you do all your own selling.

Go over your coffees and readjust your costs and selling prices so that you may make from 25 per cent. on the cheapest grades to 50 per cent. or more on the better grades; then push hard and consistently on the higher grades. But here you must manage to get liberal margins.

Go over your soaps — normally a splendidly profitable line—and get 30 per cent. to 40 per cent. and better on those. Sell the soaps that yield you strong margins.. If you are giving away a soap at 6 for 25c. because you think you are "forced" to do it by competitive conditions, stop; stop no matter what you may think will happen. Most of your customers will stay with you on this and you can well afford to let a few go to establish the new selling price. Tell your customers with perfect frankness just what soap costs, and you will find few indeed, who will not pay your price after you tell them. The fact that you have a good trade indicates that there is something in your management beside price which holds your trade loyal to your store.

Get 30 per cent. and upward on many of your canned goods and boost the better lines always. Keep pounding for Betterment in the lines used by your people. Make your appeal to your people on the basis of good goods and satisfaction rather than on price.

Work Your Selling Power.

Get away from what others simply "hand out" and exercise your own selling power much more than you seem to have done in the past. It cannot be done in a week nor in a month; but a year will work wonders in the way of change. Study to make your store attractive to particular livers. You will find they will go to you if you do this.

Then reinstate that surplus idea — right away—and stick to it.

I am satisfied that you have the basis of a splendidly successful business and that all you need to do is work along the lines suggested to make money out of the job.

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[*] The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met. If a special request is made names of inquirers will be omitted when their letters are printed for discussion.

ASSOCIATION NEWS

The retail merchants of Dundas, Ont., have formed a branch of the Retail Merchants Association of Canada. The officers are: President, J. G. Collinson; vice-president, E. E. Fisher; secretary, W. E. Dunlop; treasurer, Robert Clarke.

MANY SECTIONS INCLUDED.

Fourteen sections of the Winnipeg branch of the R. M. A. of Canada are, according to Jno. F. Kennedy, the secretary, now in course of formation. A Business Tax Committee has been appointed by the association to investigate conditions in regard to the business tax there, the idea being to eventually equalize the tax as between retailers, wholesalers and manufacturers.

LONDON GROCERS TO HAVE BANQUET.

At the last regular meeting of Retail Grocers' Association of London, Ont., it was decided to hold a banquet on or about November 26th instant. It was decided to invite Hugh Blain, of Toronto, also Colonel A. M. Smith, Moses Masuret and Mayor Graham to deliver addresses, besides several prominent retail grocers from Toronto, Hamilton and Brantford, who have taken an active part in association work. The musical part of the programme is in the hands of a strong committee, so that a fine intellectual and musical treat is in store for all those that attend. The London grocers are noted for their hospitality. It was also decided to have a smoker after the next regular meeting on November 11, when Cyril Hayes ex-secretary of the Grocers' Association, will give several readings Several well-known grocers have promised to give musical numbers.

Publicity Commissioner, Gordon Phillips, addressed the grocers at their last regular meeting, urging them to give him a helping hand in building up the city and showing its many advantages.

President Ranahan was in the chair and thanked Mr. Phillips and pledged the support of the Association.

EARLY CLOSING PETITION.

A petition is being presented to the retail grocers of London, Ont., for their signatures, asking the city council to pass a by-law compelling all retail grocers or fruit stores handling groceries to close their places of business at 7 o'clock p.m. every day in the week including Saturdays and days previous to public holidays. It has not as yet got the necessary three-quarters of the members of the trade, but is being well received. Many grocers claim it is a hardship to close at 7 o'clock Saturday nights and say they would lose a lot of money but would prefer to close every Wednesday afternoon in the year. Others think that 7 o'clock is all right every night, except Saturdays and ten o'clock Saturdays. Many who have signed the petition do not care whether it carries or not as they think it is only an experiment. The outcome is watched with a great deal of interest.

* * *

David Bell, grocer, Yonge Street, Toronto, anticipates going to San Francisco to attend the International Conference of Retail Grocers should that city be decided upon as the place of meeting. Of course, it is rather far to look forward to, but if everything turns out as Mr. Bell hopes he will be there.

Above is a handsome display of preserved fruits in glass shown by a Seattle, Wash., U.S.A., retail firm, Augustine & Kyer. Canadian grocers will be much interested in this trim, as it indicates a variety of neat display used by one of their confreres across the line.

Current News of the Week

Ontario.

E. H. Young, grocer, Hamilton, Ont., has sold to E. G. Cox.

W. M. Curle, grocer, Toronto, is succeeded by D. Sullivan.

A. Norman, grocer, Hamilton, Ont., has sold his business to C. Mortimer.

Mrs. J. D. Smith, general dealer, Hammond, Ont., is succeeded by J. W. Charbonneau.

Morrow & Co., 39 Front E., Toronto, are going to open offices in Montreal immediately.

W. Cawker, a member of the firm of Allen & Cawker, grocers, Bowmanville, Ont., is dead.

Stuart, Limited, Sarnia, Ont., are contemplating the erection of a jam factory in some Western Ontario town.

Norman E. Fountain, general merchant and postmaster at Fairfield Plains, Brant County, Ont., died last week.

W. J. Marshall, of Rutherford, Marshall & Co., Toronto, is spending a few days hunting at Point au Baril.

Walter Woods & Co., Hamilton, Ont., are adding another storey to their warehouse. This makes four storeys altogether.

Wm. D. McRae, son of W. R. McRae, who established the Golden Lion grocery store in Kingston, Ont., died last week in Toronto.

Thieves attempted to break into Jas. Redden & Co.'s store in Kingston, Ont., but after breaking the rear windows their plans were frustrated by screens.

J. S. Carter, Sarnia, Ont., for many years connected with the salt-producing industry of Western Ontario, died last Sunday. Until a short time ago he was president of the Dominion Salt Co.

H. Riordan has sold his grocery business at the corner of Dundas and Maitlands Streets, London, Ont., to John Kerr, who recently conducted a departmental store at Wingham. Mr. Riordan intends going on a farm.

The Mayor of Hamilton, Ont., thinks milk dealers and butchers there are charging too much, and has secured authority to allow meat to be sold on the market. He urges the consumers to buy condensed milk for a while.

The American Computing Co. of Canada, Hamilton, Ont., have moved from 19 Hunter W. to the old Custom House on Stuart Street, near the G. T. R. Station. The Customs House has been occupied by the Dominion Vinegar Works as an office during the rebuilding of its plant next door.

The Provincial Secretary for Ontario has called for tenders for supplies of flour, oatmeal, potatoes, meat, etc., for insane hospitals at Brockville, Cobourg, Hamilton, Kingston, London, Mimico, Orillia, Penetanguishene, Toronto; the Central Prison and Mercer Reformatory, Toronto; and Hospital for Epileptics at Woodstock.

A defective pipe from a gas stove is thought to have been responsible for a blaze that, before it was extinguished, did much damage at the grocery store conducted by Hazell & Dawson, corner of Main and Wentworth Streets, Hamilton, Ont., last week. Mr. Hazell, who lives in the house adjoining the store, first noticed the fire and immediately sent in an alarm for the department. The firemen managed to keep the blaze confined to the second floor, where it is estimated that goods valued at from $700 to $1,000 were destroyed. The building escaped serious damage.

Western Canada.

J. A. Currie has succeeded John Moore, grocer, Mather, Man.

H. G. McIntyre, grocer, Winnipeg, sustained fire loss recently.

O. S. Moffatt has opened a new store in Perdu, Sask., and stocked it with general groceries. Mr. Moffatt was formerly salesman for McMillan & Co.

J. H. Homes, owner of a number of cheese factories in Hastings County, Ont., is in Edmonton, Alta. Mr. Homes is looking for a site for a cheese factory in Alberta.

The Canadian-American Egg Co., Canora, Sask., claim to have a secret process for preserving eggs without putting them in cold storage. It is said the new process keeps them good for two years.

New Westminster, B.C., grocers are considering shortening the terms of credit to customers following the action of Vancouver wholesalers in reducing their own credit time limit from 30 to 15 days.

The grocers of Moose Jaw, Sask., have decided that for the present they will extend no more credit to their customers and have adopted a cash system which they propose to enforce for at least the coming winter.

Canadian Pacific Railway employes in Moose Jaw, Sask., intend forming a co-operative grocery store to secure credit, which they cannot get from local retail grocers who insist on a cash basis. The store will cater to the general public on an ordinary basis, while each shareholder will have five per cent. discount while paying for his shares and ten per cent. after they are fully paid up.

Three Winnipeg men employed by a wholesale produce house have been arrested on a charge of stealing hundreds of dollars' worth of goods from their employers and disposing of them for their own benefit. They admitted the thefts when arraigned before the magistrate and have been remanded for sentence.

After being engaged for forty years Miss Evelyn Smithers, aged 76, of Glasgow, has decided to marry her fiance, J. E. Campbell, a grocer, of Winnipeg, aged 82. Miss Smithers has arrived in Canada and is probably now in Winnipeg. Hitherto Miss Smithers, who became engaged to Mr. Campbell in Scotland, has been afraid to cross the ocean, and put the marriage off from year to year in the hope that Mr. Campbell, who is a grocer in Winnipeg, would make enough money to justify his retiring to his old home for the rest of his days.

LEAKS IN THE GROCERY STORE

COUNTING BISCUITS.

Following letter from a Niagara Falls Centre retailer again shows the necessity of counting all goods that come into the store:—

"Editor, Canadian Grocer.—Why is it we have to watch the manufacturers of cakes and biscuits so closely? This is an instance that occurred recently and is very similar to one that happened to me once before. I received a case of 10c sodas which were invoiced at 4 doz. On opening the case I happened to count them and found only 46 boxes, to my surprise.

"Here is another instance from another house. I bought some 10c Graham biscuits and some fig bars from them. The Graham biscuits were full count but one carton was empty, while the fig bars were short in weight apparently on account of having been opened on the road. I think some of the biscuit houses are among the first to be watched. I wonder if the hired help is cheap or is it carelessness."

New Prunes 3 Cents Higher: Canned Meats Up

First Shipments of Californians Eagerly Taken Up—Scarcity of Cattle Result in 10 Per Cent. Advance in Canned Goods — Lobsters Very High—Bad Coffee News.

MARKETS IN BRIEF

QUEBEC.

PRODUCE AND PROVISIONS—

Pure lard declined ½c.
Eggs advanced 1 to 2c.
Creamery butter up ½c.
Hams declined ½ to 1c.

FISH AND OYSTERS—

Feeling of firmness in many lines owing to heavier buying of U. S. dealers along coast.
Sales of oysters much heavier than one year ago.

FLOUR AND CEREALS—

Flour market easier and some price shading is being done.
Higher cost of containers firming up rolled wheat.
Mill feeds firmer.

GENERAL GROCERIES—

Sugar has recently taken on a firmer feeling due to conditions in Old Country.
Lobsters advance due to scarcity.
Shipments of Valencia raisins late in arriving.
Prune market firming up.
Some advances expected in canned goods in near future.
Canned salmon strength maintained and further advances may follow.

FRUIT AND VEGETABLES—

Almeria grapes arrive.
Florida fruits coming in good shape.
Slackening reported in U.S. buying of potatoes.

ONTARIO.

PRODUCE AND PROVISIONS—

Pure lard advanced ½c.
Eggs very firm and will go higher.
Poultry up 1 to 3c owing to heavy buying from U.S. firms.
Butter in fair demand; stocks lighter.
Hogs declined early in week, but advanced 25 points later.

FRUIT AND VEGETABLES—

Florida oranges arrived in fine shape.
Verdelli lemons slightly lower.
Potatoes continue firm and may go higher. Sweet potatoes growing in demand.

FISH AND OYSTERS—

As result of U.S. tariff finnan haddie and halibut advanced 1c lb. Increases expected in nearly all lines of ½ to 1c.
Lake lines giving place to sea fish.

FLOUR AND CEREALS—

Cuts still being made in Manitoba and Ontario wheat flours to get business.
Rolled wheat up 10c to cover extra cost of barrels.

GENERAL GROCERIES—

New prunes in at prices averaging 3c higher than year ago.
Official statement that pack in salmon for Fraser River was highest in 12 years, but light in northern. Second advance is possible.
Sugar firm and demand good.
Last week's reports from Brazil of heavy losses in coffee plantations confirmed.

QUEBEC MARKETS.

Montreal, Nov. 6.—Trade has been rather brisk during past week or so, as certain lines that sell well at any price have come down, and so usual volume has been increased.

Lobsters for the high grades are up in price again, 1 lb. talls being quoted at $6.40-$6.50; 1 lb. flats being $6.75 to $6.90 per dozen. These prices make lobster almost a luxury, and in this connection it is interesting to note that forty years ago 1 lb. talls could be bought for 10 cents.

Corn beef and all canned beef products have all advanced, the amount of meat being shipped across the border having a stiffening effect on our market..

White beans are also scarce and likely to advance. Farmers have not started delivering yet, and will not till the middle of November. There is an old tradition that beans should not be threshed till that time, and it seems that nothing will prevail on tradition.

SUGAR.—The situation is still surrounded by doubt, because the continental beet market has not turned out so large as was expected, and many were inclined to base chances of a decline on the big volume forthcoming. New York again is firmer, and refined slightly dearer, while Greenock market is at the moment prohibitive from an importers' standpoint. Dealers would buy more, undoubtedly, were there a decline, as they seem to be simply purchasing from hand to mouth; still towards the end of last week some pretty substantial business was transacted, due perhaps to a feeling on part of some that New York situation made chances of an immediate decline impossible. But with sugar practically nothing is impossible. That is why market constitutes such a puzzle. Canadian market very frequently acts in direct opposition to the U.S.A. and vice versa. Still a few weeks ahead should see a more active demand.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 40
20-lb. bags	4 50
2 and 5-lb. cartons	4 70
Second grade, in 100-lb. bags	4 25
Extra Ground Sugars—	
Barrels	4 80
50-lb. boxes	5 10
20-lb. boxes	5 20
Powdered Sugars—	
Barrels	4 80
50-lb. boxes	5 00
25-lb. boxes	5 00
Paris Lumps—	
100-lb. boxes	5 15
50-lb. boxes	5 35
25-lb. boxes	5 45
Crystal Diamonds—	
Barrels	5 20
100-lb. boxes	5 35
50-lb. boxes	5 45
5-lb. cartons	6 30
Crystal Dominoes, cartons	7 10
Yellow Sugars—	
No. 3	4 45
No. 2	4 45
No. 1	4 05

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

MOLASSES AND SYRUPS.—Shipments from West Indies being over for the season, market is naturally devoid of interest. The cooler weather though has stimulated buying of grocery grades, and a sound business is now passing.

Recent reports from Barbadoes go to show that growing conditions are favorable, and that the outturn should be a good one.

Barbados Molasses—	Prices for Island of Montreal. Extra Fancy.	Fancy.	Choice
Puncheons	.44	.41	.39
Barrels	.47	.44	.42
Half Barrels	.49	.46	.44

For outside territories prices range about 2 cents lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.		0 04
Pails, 38½ lbs., $1.85; 25 lbs.		1 35
Cases, 2 lb. tins, 2 doz. in case		2 50
Cases, 5 lb. tins, 1 doz. in case		2 85
Cases, 10 lb. tins, ½ doz. in case		2 75
Cases, 20 lb. tins, ¼ doz. in case		2 70
Maple Syrups—		
Pure, per 8½ lb. tin		0.75
Pure, in 15 gal. kegs, 8c. per lb., or per gal		1.00
Maple Sugar, pure, per lb.	0 10	0 11

DRIED FRUITS.—The mere fact that there are no immediate changes to note in market does not offer any strong reason why careful attention should not be paid, as there are always certain happenings at primary centres which must have either good or bad effect on conditions here. For example, producers have been unable to get second shipment of Valencias off in good time, and the next boat will be somewhat late. Were there not good supplies on hand at the moment, as Valencias have not been over-active, prices might be likely to go up. But, seeing how things stand a few weeks' delay will not have much effect.

California prunes are firmer than they have ever been this season—that is, the 1913 crop, as stocks have been pretty well sold, and those who are holding want pretty good prices. Perhaps the report is true that 50 carloads have been destroyed in a fire which broke out in the packing establishment.

Locally business is just medium, there being no very strong movement at the moment.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 07½	0 08
Nectarines, choice	....	0 11
Peaches, choice	....	0 09¾
Pears, choice	....	0 12½
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 17
Lemon	....	0 11
Orange	....	0 12
Currants—		
Amalias, loose	0 07¼	0 08
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg..	....	0 07¼
Fards, choicest	....	0 11
Hallowee, loose	....	0 06
Hallowee, 1-lb. pkgs.	....	0 06½
Figs—		
Finest, 6 crown, about 12 pounds....	....	0 15
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	....	0 14
50 to 60, in 25-lb. boxes, faced	....	0 13
60 to 70, in 25-lb. boxes, faced	....	0 12
70 to 80, in 25-lb. boxes, faced	....	0 08½

80 to 90, in 25-lb. boxes, faced	....	0 08
90 to 100, in 25-lb. boxes, faced	....	0 07½
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 50	5 25
Muscatels, loose, 3 crown, lb.	....	0 07½
Sultana, loose	....	0 10
Sultana, 1 lb. pkgs.	....	0 11½
Valencias, old stock	....	0 04
Seeded, fancy	....	0 09½
Seeded, choice	....	0 09

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

TEAS.—Market for black Ceylons and Indians keeps very firm. China teas are arriving very slowly, probably on account of troubles in interior. Japans are plentiful, and market steady at opening prices.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamasbiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Soucbongs	0 20	0 22
Garden grown	0 75	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Spanish No. 1	....	0 12¼
Virginia No. 1	....	0 13¼
Gunpowders	0 19	0 35
Cbina Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey, gunpowder, pinbead	0 30	0 50

RICE.—There is little change in local rice market, business being fairly good, but no development strong enough to bring about any change.

Rangoon Rice—		Per cwt.
"B," bags 50, 100 and 250 lbs.		3 30
"B," pockets, 25 lbs.		3 40
"B," pockets 12½ lbs.		3 50
"C.C.," bags 50, 100 and 250 lbs.		3 20
"C.C.," pockets 25 lbs.		3 30
"C.C.," pockets 12½ lbs.		3 40
India brigbt		3 45
Lustre		3 55
Fancy Rices—		Per cwt.
Polished Patna		4 40
Pearl Patna		4 60
Imperial Glace		4 90
Sparkle		5 10
Snow, Japan		5 30
Ice drips, Japan		5 45
Crystal, Japan		5 10
Carolina head		7 10
Imported Patna—	Per	lb.
Bags, 224 lbs.	0 05¼	0 05¾
Half bags, 112 lbs.	0 05¼	0 05½
Quarter bags, 56 lbs.	0 05⅝	0 05⅝
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05
Tapioca—	Per	lb.
Singapore, medium pearl	0 04½	0 05
Singapore, seed	0 04½	0 05
Penang	0 04½	0 05

ONTARIO MARKETS.

Toronto, November 6.—New prunes and canned meats divide chief attention this week with latter in lead for simple reason that most firms cannot claim immediate interest in new crop of prunes because their shipments have not arrived. Rise in canned meats affects every one and is figured at about 10 per cent. This, it is explained, is due to scarcity of cattle. Some say tariff is cause; others, that shipments of cattle over line causing scarcity in Canada is simply illustration of general scarcity, not cause. Increases apply to corned and roast beef and tongue.

SUGAR.—Most interesting event in raw markets this week was shipment of Cuban raws to Japan where they compete now successfully with Java and Philippines. This, in connection with U.S. tariff bill is expected to curtail U.S. domestic cane and beet industries and advantage of ½c to ¾c per lb. advantage hitherto enjoyed by United States consumers below European parities is likely to be wiped out with result that prices of refined across line will equal world's prices. Low quotations in States raised during past week from $4.15 to $4.25, and most are now up to $4.35, bringing them close to Canadian prices.

Locally, demand is good all over province as grocers had let stocks run down.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 50
20 lb. bags	4 60
2 and 5 lb. cartons	4 80
Beaver granulated, in 100 lb. bags	4 35
Extra Ground Sugars—	
Barrels	4 35
50 lb. boxes	5 10
25 lb. boxes	5 30
Powdered Sugars—	
Barrels	4 70
50 lb. boxes	4 90
25 lb. boxes	5 10
Paris Lumps—	
100 lb. boxes	5 25
50 lb. boxes	5 35
25 lb. boxes	5 55
Crystal Diamonds—	
Barrels	5 30
100 lb. boxes	5 25
50 lb. boxes	5 35
5 lb. cartons	7 40
Crystal Dominoes, cartons	7 50
Yellow Sugars—	
No. 3	4 45
No. 2	4 35
No. 1	4 05

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

SYRUPS AND MOLASSES. — Improved demand continues and normal is being increased now by buying for Christmas trade.

Syrups—	Per	case.
2 lb. tins, 2 doz. in case	....	2 50
5 lb. tins, 1 doz. in case	....	2 85
10 lb. tins, ½ doz. in case	....	2 75
20 lb. tins, ¼ doz. in case	....	2 70
Barrels, per lb.	....	0 03½
Half barrels, lb.	....	0 03¾
Quarter barrels, lb.	....	0 04
Pails, 38½ lbs. eacb	....	1 85
Pails, 25 lbs. each	....	1 35
Molasses, per gallon—		
New Orleans, barrels	0 27	0 29
New Orleans, half barrels	0 29	0 31
West Indies, barrels	....	0 28
West Indies, half barrels	....	0 30
Barbados, fancy, barrels	0 45	0 47
Barbados, fancy, balf barrels	0 49	0 50
Maple Syrup—Compound—		
Gallons, 6 to case	....	4 80
½ gals., 12 to case	....	5 40
¼ gals., 24 to case	4 80	5 40
Pints, 24 to case	2 70	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	....	1 25
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	....	7 25
Quarts, 24 to case	7 25	8 40
Pints, 24 to case	....	4 70
Maple Sugar—		
Pure, per lb.	0 14	0 15
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	....	3 00
Maple butter, lb. tins, dozen	....	1 90

NUTS.—Reports indicate there will be serious delays in shipments as many shippers in Southern Europe find themselves unable to fill all orders by direct Mediterranean steamers and must send by England, Holland and Belgium ports. In a few days brisk Christmas trade is expected to begin.

In sbell—	Per	lb.
Almonds, Formigetta	0 15	0 16
Almonds, Tarragona	....	0 17
Brazils	0 21	0 22
Chestnuts, peck	....	2 00
Filberts, Sicily	0 12½	0 13
Filberts, Barcelona	....	0 09½
Peanuts, green, per lb.	0 10½	0 11
Peanuts, roasted	0 12½	0 14
Pecans	0 14	0 16
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Grenoble	0 16	0 16½
Walnuts, Marbots	0 15	0 15½
Walnuts, Cornes	0 13	0 14
Sbelled—		
Almonds	0 40	0 41
Filberts	....	0 27
Peanuts	0 09	0 10
Pecans	....	0 75
Walnuts	0 32	0 35

SPICES.—With pickling over, demand for spices has dropped and only stimulus will be later Christmas orders. Prices remain as they were, celery's rather sensational tobogganing having stopped.

	5 and 10 lb. Tins.	¼ lb. pkgs., doz.	¼lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	23—28	72—0 90	90—1 15
Cloves	30—35	1 08—0 95	..—1 08
Cream tartar	30—33	....	....
Curry powder	..—35	....	....
Ginger	22—27	65—0 85	75—0 95
Mace	75—1 00	....	..—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	18—20	67—0 75	80—0 90
Peppers, white	28—29	95—1 10	1 10—1 20
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	75—0 00	75—0 00
Turmeric	16—18	....	....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Cardamom seed, per lb., in bulk	1 80	2 25
Carraway, per lb.	....	0 12
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 10	0 12
Celery seed, per lb., in bulk	0 30	0 35
Sbredded cocoanut, in pails	0 18	0 20

DRIED FRUITS.—That terrible uncertainty as to price of new prunes was dissipated last few days with arrivals of small quantities from California for some wholesalers. Prices, as expected, are away up and average about 3 cents higher compared with last year. New quotations are given below. As was foreshadowed no 30's-40's have come to Toronto, as this large size is very scarce. Oregons will be prized more highly than usual this year and will be needed to fill in gaps in California's and at same prices.

New Comadre figs are higher than old crop by 1 cent, selling at 5 to 5¼c. Evaporated apples are slightly lower.

Apples, evaporated, new, per lb.	....	0 08½
Apples, evaporated, old, per lb.	....	0 08
Apricots—		
Standard, 25 lb. boxes	0 16	0 18
Cboice, 25-lb. boxes	0 18	0 20
Fancy	0 22	0 24
Candied Peels—		
Lemon	....	0 11
Orange	....	0 12
Citron	....	0 16
Currants—		
Filiatras, per lb.	....	0 06½
Amalas, cboicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, cboice	....	0 09
Vostizzas, sbade dried	0 10½	0 11
Cleaned, ¼ cent more.		
Dates—		
Fards, cboicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 08	0 08½
Package dates, per pkg.	0 06½	0 07½
Hallowees	....	0 07
Figs—		
Table figs, new, 3 and 4 crown	0 12	0 12½
Natural figs, in bags, lb.	0 05	0 07
Comadre figs, in taps, per lb.	0 05	0 05¼
Elems, figs, in boxes, according to size, lb.	....	0 08
Prunes—		
40-50s	....	0 13½
50-60s	....	0 10
60-70s	....	0 09½
70-80s	....	0 08½
80-90s	....	0 08
90-100s	....	0 07
Peaches—		
Standard, 50-lb. boxes	....	0 08¼
Cboice, 25-lb. boxes	....	0 08¾
Choice, 50-lb. boxes	....	0 08½
Raisins—		
Sultana, choice	0 10	0 12
Sultana, fancy	0 12	0 14
Valencia, new stock	....	0 08
Seeded, fancy, 1 lb. packets	....	0 09
Seeded, choice, 1 lb. packets	....	0 08¾

COFFEES.—Coffee values remain at about last week's report. Damaged conditions in Brazil seem to indicate that considerable area is affected and estimates of growing crop have been materially reduced, bringing output down to less than eight million bags. Should this prove correct, material advance in price of Brazilian coffee can be expected and naturally all other types will advance proportionately. Mild coffees, such as Mexicans, Bagotas, Maricarbos are in active demand, fall prices being paid for good selections.

Coffee, Roasted—		
Bogotas	0 27	0 28
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaiho	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 18	0 20
Santos	0 22	0 23
Chicory, per lb.	0 10	0 12

RICE AND TAPIOCA.—Prices show no change this week but demand is improving.

Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	....	0 05½
Patna, per lb.	0 05½	0 06½
Japan, per lb.	0 05½	0 08
Java, per lb.	0 06½	0 07
Carolina, per lb.	0 08	0 10
Sago—		
Brown, per lb.	0 04½	0 06
White, per lb.	....	0 05½
Tapioca—		
Bullet, double goat	....	0 09½
Medium pearl	....	0 05
Seed pearl	....	0 05½
Flake	....	0 09½

CANNED GOODS.

Toronto, November 6.—Recent advances in price of corn in U. S. have raised question whether there will be one in Canada owing to short packs. So far as can be learned canners have no intention of doing so as it is felt there would be swing over to peas on account of cheapness, and corn would be left stranded. Pack of corn is much less than last year. However, there are hints of advances in some other lines and no likelihood of repetition in anything else of cut in tomatoes.

Advance in canned salmon on "leaf" brands of 5 cents dozen, which goes into effect on November 17, may not be last this year, not owing to any scarcity but unusual demand. Huge quantities have been shipped to London and Liverpool whence they are sent to other European countries as well as to supply demand in Great Britain. Canner informed Canadian Grocer that English demand was due quite as much to low stocks as to lessening in price. Last information now is that B.C. pack along Fraser River was best in twelve years—thus disposing of press story of C.N.R. injuring run by railway operations—but northern rivers fell far below average owing to heavy storms.

Report of general advance in Norwegian sardines is denied by large local importers who claim prices have been kept as they were. Canadian sardines are becoming very scarce and, it is reported, may soon be off market.

VEGETABLES.

Ontario and Quebec Prices.

	Group A, per doz.
2's Asparagus Tips	2 27½
2's Asparagus butts	1 42½
2'a Beets, sliced, Blood Red, Simcoe....	0 97½
2's Beets, whole, Blood Red, Simcoe....	0 97½
2's Beets, whole, Blood Red, Rosebud....	1 27½
3's Beets, sliced, Blood Red, Simcoe....	1 32½
3's Beets, whole, Blood Red, Simcoe....	1 37½
3's Beets, whole, Blood Red, Rosebud....	1 52½
Beans—	Group A
2s, golden wax, midget, Arctic brand	1 15
2s, golden wax	0 85
3s, golden wax	1 22½
Gallon, golden wax	3 52½
2s, Refugee or Valentine (green)	0 85
3s, Refugee (green)	1 22½
2s, Refugee, midget, Auto brand	1 15
Gallons, Refugee	3 52½
(Group B is 2½c doz. less in each case.)	
Beans—	
2's Crystal wax	$ 95
2's Lima	1 17½
2's Red kidney	97½
3's Cabbage	0 97½
2's Carrots	0 97½
3's Carrots	1 27½
Cauliflower—	
2's	1 37½
3'c	1 77½
Corn—	
2's	92½
2's Fancy	1 02½
Gals., on cob	4 52½
2's Peas, standard, sieve 4	0 82½
2's Peas, Early June, sieve 3	0 85
2's Peas, Sweet Wrinkles, sieve 2	0 87½
2's Peas, extra fine sifted, sieve 1	1 27½
Gals. Peas, standards	4 02½
Gal. Peas, Early June	4 12½
Gal. Peas, Sweet Wrinkles	4 27½
Parsnips—	
2's	97½
3's	1 17½
Pumpkin—	
2's	50
2½'s	72½
3's	82½
Gals.	2 27½
2's Spinach	1 27½
3's Spinach	1 77½
Gals. Spinach	5 30
Sauerkraut—	
2½'s, Simcoe	92½
3's, Simcoe	97½
Gals., Simcoe	2 77½
Squash—	
3's	97½
Gals.	2 77½
2's Succotash	97½
Tomatoes—	
2's	85½
2½'s	95
3's	1 00
Gals.	2 92½
Turnips, 3's	97½

CANNED GOODS ADVANCES COMING.

Hamilton, Ont., Nov. 6.—(Special) — Information comes from the United States to the effect that canned corn has advanced there, but it is not likely that a similar advance will be made here. The reason for the advance across the line is probably due to the fact that the pack in the States is decidedly short of last year, but on the other hand, last year there was a very large over-production.

On account of the low price of peas, beans, etc., corn is not likely to advance here,—that is from the standpoint of the packers at any rate. If the price of corn went up beyond 10 cents to the consumer, he would switch over to peas and other vegetables. There is apparently, however, no large floating supply of corn available.

It is, however, practically certain that advances will be made on some lines in the near future. The trade may expect these to be announced shortly. Just what lines will go up, is not exactly known, but good guessers should be able to hit upon some at least.

FRUITS.

Apples—		
3's, Standard		97½
3's, Preserved		1 47½
Gals., Standard		2 42½
Gals., Preserved		4 02½
Blueberries—		
2's (Huckleberries) standard		1 47½
2's (Huckleberries) preserved		1 77½
Gals. (Huckleberries) standard		6 52½
2's Black Cherries, pitted H.S.	....	1 92½
2's Black Cherries, not pitted H.S.	....	1 52½
2's Red, Ptd, Cherries, H.S.	....	1 92½
2's Not ptd., Red Cherries, H.S.	....	1 52½
Gals., Ptd., Cherries	....	8 52½
Gals., Not Ptd., Cherries	....	8 02½
2's Cherries, White Ptd., H.S.	....	1 92½
2's Cherries, White, Not Ptd., H.S.	....	1 52½
2's Black Currants, H.S.	....	1 92½
2's Preserved, Black Currants	....	2 27½
Gals. Black Currants, standard	....	5 27½
Gals. Black Currants, solid pack	....	8 27½
2's Red Currants, H.S.	....	1 92½
2's Red Preserved Currants	....	2 27½
Gal. Red Currants, standard	....	5 27½
Gals. Red Currants, solid pack	....	8 27½
2's Gooseberries, H.S.	....	1 77½
2's Gooseberries, Preserved	....	2 02½
Gals. Gooseberries, standard	....	7 02½
Gals. Gooseberries, solid pack	....	8 77½
Grapes—		
2's, white, Niagara, preserved		1 37½
Gals., white, Niagara, standard		3 27½
Lawtonberries, gals., standard		7 02½
2's Pineapple, sliced, H.S. White Bahama	....	1 92½
2's Pineapple, grated, H.S. White Bahama	....	1 47½
2's Pineapple, whole, H.S. White Bahama	....	1 92½
3's Pineapple, whole, H.S, White Bahama	....	2 47½
Peaches—		
2's white, heavy syrup		1 27½
2½'s white, heavy syrup		1 77½
3's white, heavy syrup		1 87½
1½'s yellow, flats, heavy syrup		97½
2's yellow, heavy syrup		1 27½
2½'s yellow, heavy syrup		1 77½
3's yellow, heavy syrup		1 87½
3's yellow, whole, heavy syrup		1 52½
3's pie, not peeled		97½
3's pie, peeled		1 27½
Gals., pie, not peeled		2 52½
Gals., pie, peeled		3 77½
Pie fruits, assorted, gals. (add 5 per cent.)		....
Pears—		
2's Bartlett, heavy syrup		1 52½
2½'s Bartlett, heavy syrup		1 77½
3's Bartlett, heavy syrup		2 02½
2's Flemish beauty, heavy syrup		1 47½
2½'s Flemish beauty, heavy syrup		1 72½
3's Flemish beauty, heavy syrup		1 97½
2's Keiffers, heavy syrup		1 27½
2½'s Keiffers, heavy syrup		1 52½
3's Keiffers, heavy syrup		1 77½
2's light syrup, globe		97½
3's light syrup, globe		1 37½
3's pie, not peeled		97½
3's pie, peeled		1 27½
Gals., pie, not peeled		2 52½
Gals., pie, peeled		3 77½
Pineapple, sliced, 2's		2 00
Plums—		
2's, Damson, light syrup		87½
3's, Damson, light syrup		1 27½
2's, Damson, heavy syrup		97½
3's, Damson, heavy syrup		1 37½
Gals., Damson, standard		2 77½
2's, egg, heavy syrup		1 07½
2½'s, egg, heavy syrup		1 37½
3's, egg, heavy syrup		1 47½
2's, green gage, light syrup		97½
2's, green gage, heavy syrup		1 07½
3's, green gage, light syrup		1 37½
3's, green gage, heavy syrup		1 47½
Gals., green gage, standard		3 02½
2's, Lombard, light syrup		87½
2½'s, Lombard, light syrup		1 07½
3's, Lombard, light syrup		1 27½
2's, Lombard, heavy syrup		97½
2½'s, Lombard, heavy syrup		1 27½
3's, Lombard, heavy syrup		1 37½
Gals., Lombard, standard		2 77½
2's Rhubarb, preserved	....	1 52½
3's Rhubarb, preserved	....	2 27½
Gals. Rhubarb, standard	....	3 52½
2's Strawberries, H.S.	....	1 92½
2's Strawberries, preserved	....	2 27½
Gals. Strawberries, standard	....	7 52½
Gals. Strawberries, solid pack	....	9 77½
Lawtonberries—		
2's Blackberries, H.S.	....	1 92½
2's preserved	....	2 12½
Raspberries—		
2's black, H.S.	....	1 92½
2's black, preserved	....	2 12½
Gals., black, standard	....	7 02½
Gals., black, solid pack	....	9 27½
2's red, H.S.	....	1 92½
2's red, preserved	....	2 12½
Gals., red, standard	....	7 27½
Gals., red, solid pack	....	9 27½
Group B, 2½ cents less per dozen.		
Salmon—		
Fraser River Sockeyes—		
1 lb. talls, dozen	1 90	1 95
1 lb. flats, dozen	2 02½	2 07½
½ lb. flats, dozen	1 22½	1 27½
Northern River Sockeyes, dozen	....	1 90
Red Springs, dozen	....	1 80
Cohoes, dozen	....	1 45
Pinks, dozen	....	1 00

MANITOBA MARKETS.

POINTERS—

New Prices on Muscatels.

Sugar.—Firmer.

Dried Fruits.—Firm.

Winnipeg, November 5.—November came in with much milder weather than was experienced in the latter part of October and thus by keeping down what may be called extra winter expenses is altogether favorable to the grocery trade.

Wholesalers and jobbers report business as satisfactory. Collections are improving and there is brisk enquiry for samples and quotations of choice and fancy lines features of the holiday trade. All indications point to freer circulation of money in December and a Christmas trade quite up to last year's fine showing.

The movement of the crop shows no diminution in volume, but wheat prices have advanced nearly 5 cents since they reached their lowest point in October.

SUGARS.—Sugar has generally been described as weak for some time, but is now reported firmer in Eastern markets. A revision in the form of a slight advance is not improbable.

		Per cwt. in bbls.
Sugar, Eastern—		
Extra standard granulated		4 95
Extra ground or icing		5 55
Powdered		5 35
Lumps, hard	....	5 85
Montreal yellow		4 55
Sugar, B.C.—		
Extra standard granulated		4 95
Yellow sugar, No. 1		4 55
Yellow sugar, No. 2		4 40
Yellow sugar, No. 3		4 30
Bar sugar		5 10
Icing sugar		5 30
Powdered sugar		5 10
H. P. lumps		5 80
Sugar packed in 100 lb. sacks 5c per 100 lbs. less.		

SYRUPS.—There is somewhat better demand for syrups, which should improve as winter comes on. Good line to feature right now.

Corn Syrups—		
Barrels, per 100 lbs.	....	4 25
Cases, 20-lb. tins, ¼ doz. in case	....	2 77
Cases, 10-lb. tins, ½ doz. in case	....	2 76
Cases, 5-lb. tins, ⅛ doz. in case	....	2 88
Cases, 2-lb. tins, 2 doz. in case	....	2 48
Molasses—	Per gal.	
Barbadoes	0 45	0 50
New Orleans	0 33	0 35
Maple Syrups—	Per case.	
Imperial quarts, case 2 doz.	....	5 20
Imperial ½ gals., 1 doz.	....	4 75

DRIED FRUITS.—Firmness characterizes all lines of dried fruits. Further advances in prunes and raisins are altogether probable. New prices on muscatels are added to the list.

		Per lb.
Apricots—		
Extra choice	....	0 18½
Choice	....	0 16½
Standard	....	0 16
Slab	....	0 11½
Currants—		
Dry clean	....	0 07½
Washed	....	0 07¾
1 lb. package	....	0 08¾
2 lb. package	....	0 17¾
Figs, Cooking—		
Choice, boxes	....	0 06¼
Half boxes	....	0 06½
Half bags	....	0 05¼
Nectarines	....	0 11
Prunes, in 25-lb. boxes—		
90 to 100	....	0 06⅞
80 to 90	....	0 07⅜
70 to 80	....	0 08
60 to 70	....	0 08¾
50 to 60	....	0 10¾
40 to 50	....	0 12
Raisins, Valencias—		
Fancy, off stalk, 28s, per box	....	2 20
4 crown layers, 28s, box	....	2 40
4 crown layers, 14s, box	....	1 25
4 crown layers, 7s, box	....	0 65
Raisins, Sultanas—		
Californias	....	0 09¾
Smyrnas	....	0 14
Raisins, Muscatels—		
3 crown, loose, 50s	....	0 07¾
3 crown, loose, 25s	....	0 08¼
Choice seeded, package	....	0 09
Extra fancy seeded, package	....	0 10

TEAS AND COFFEES.—No change in coffees since the advance in Rios announced last week.

		Per lb.
Coffee—		
Rio, No. 5, green	....	0 14
Rio, roasted	....	0 20
Santos, green	....	0 16
Santos, roasted	....	0 21
Chicory, per lb.	....	0 11¼

Teas—		
China, blacks, choice	0 25	0 40
India and Ceylon, choice	0 32	0 49
Japans, choice	0 35	0 45

BEANS.—Prices are steady on beans. None of the new Ontario crop has as yet reached the market but it is reported to be much above last year's in quality.

Beans—		
Austrian, hand picked	....	2 65
3 lb. picker	....	1 90
Peas—		
Split peas, sack, 98 lbs.	....	3 85
Whole peas, bushel	2 75	2 65
Barley—		
Pot, per sack 98 lbs.	....	3 45
Pearl, per sack 98 lbs.	....	4 75

NUTS.—Nut prices are very firm and advances in nearly all lines seem probable. Brazils in particular are slated for a sharp advance.

	Per lb.	
In shell—		
Almonds, Tarragona	....	0 16¼
Brazils	0 18	0 19
Filberts, Sicily	....	0 12¾
Peanuts, Jumbos, roasted	....	0 12½
Peanuts, choice, roasted	....	0 10
Pecans	....	0 22
Walnuts, Grenoble	....	0 16
Walnuts, Marbot	....	0 13½
Shelled—		
Almonds	....	0 41
Walnuts	....	0 31

SASKATCHEWAN MARKETS.

By Wire.

Regina, November 5.—Jobbers are shipping Jersey cranberries. Market has opened high and is very firm. Jobbers report heavy shipments of freezable goods including cheese, pickles, etc. All laundry soaps advanced 20 cents case both to wholesalers and retailers. Canned meats have taken jump. Norwegian sardines advanced 75 cents case.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 22	0 23
Butter, creamery, per lb.	0 30	0 32
Cheese, per lb.	0 16	0 16¼
Eggs, per dozen	0 30	0 31
Lard, 3's, per case	8 25	8 50
Lard, 5's, per case	8 15	8 45
Lard, 10's, per case	8 05	8 40
Lard, 20's, each	2 65	2 85
Flour and Cereals—		
Cornmeal, 24s, 67¾c; 29s, $1.20-$1.25; 10-10s, $2.55-$2.75; 49s, $1.35; 98s	....	2 44
Flour, 24s, $2.85-$3; 49s, $2.80-$2.95; 98s	2 75	2 90
Rolled oats, 10-8s, $2.35-$2.36; 20s, 55-56c; 40s, 99c-$1.00; 80s	2 05	2 10
Dried Fruits—		
Apricots, choice	....	0 19
Coffee, whole, roasted, Rio	....	0 19
Currants, gulf cleaned	....	0 08¼
Figs, natural	....	0 06
Evaporated apples, per lb.	....	0 09
Dried peaches, 25s	....	0 09
Dried peaches, choice, 25s	....	0 09½
Raisins, muscatels, 50s	....	0 06¼
Raisins, muscatels, 25s	....	0 08½
Raisins, Valencias, select, 28s	....	2 65
Raisins, seeded, choice	0 07½	0 09¼
Nuts—		
Almonds, whole	....	0 17¼
Brazil	0 18	0 21
Filberts	....	0 14½
Walnuts	....	0 15½
General—		
Potatoes, per bushel	....	0 50
Prunes, 70-80, 25s	....	0 08¾
Beans, Ontario, per bushel	2 00	2 10
Beans, Hungarian, per bushel	2 45	2 65
Rice, per cwt.	4 35	4 40
Sugar, standard, gran., per cwt.	....	5 27
Sugar, yellow, per cwt.	....	4 87
Canned Goods—		
Apples, gals., case, $1.61; doz.	....	3 26
Corn, standard, per 2 dozen	2 05	2 10
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	....	2 91
Strawberries and raspberries	....	4 20
Tomatoes, standard, per dozen	....	2 65
Salmon, Sockeye, 4 doz. case, 1s	....	7 60
Sockeye, ½s	....	9 80
Red springs, 1s	....	6 70
Cohoes, 1s	....	5 40
Humpback, 1s	....	3 50
Starch—		
Laundry, 1s	....	0 08½
Corn, 1s	0 07	0 08¾
Poultry—		
Turkeys, lb.	....	0 26
Geese, lb.	....	0 21½
Chickens, lb.	0 25	0 26
Fowl, lb.	....	0 19

NEW BRUNSWICK MARKETS.

By Wire.

St. John, November 5.—There is little change in this week's markets. Most are firm with Ontario flour down 20 cents; no change in Manitoba but drop is expected. Provision market is firm and there is another increase in barreled beef of 25 cents, now from $26 to $30. Barreled pork is also stronger with higher prices looked for. Few carloads are moving. New stock raisins have arrived. Dry codfish is up 25 cents. Butter and eggs are in fair supply.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	0 16	0 16½
Beef, bbl.	26 00	30 00
Pork, American clear, per bbl.	25 50	27 50
Pork, domestic, mess, per bbl.	....	29 50
Butter, dairy, per lb.	0 26	0 28
Butter, creamery, per lb.	0 29	0 31
Cheese, new, per lb.	0 15	0 15¼
Eggs, in case, 30c; hennery	0 35	0
Lard, compound, per lb.	0 11¼	0 11½
Lard, pure, per lb.	0 15¼	0 15½
Flour and Cereals—		
Buckwheat, W., grey, per bag	2 75	2 85
Cornmeal, gran., $5.50; bbls. $3.65; bags	....	1 75
Cornmeal, ordinary, bags	....	1 75
Flour, Manitoba, per bbl.	....	6 25
Flour, Ontario, per bbl.	....	5 25
Rolled oats, per bbl.	....	5 40
Oatmeal, standard, per bbl.	....	5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Potatoes, barrel	1 40	1 50
Sugar—		
Standard granulated	....	4 60
United Empire	....	4 50
Bright yellow	....	4 30
No. 1 yellow	....	4 10
Paris lumps	....	5 75
Molasses, Barbados, fancy	0 38	0 39
Currants, 1s, per lb.	0 08	0 08½
Raisins, California, seeded	0 09¾	0 10¼
Rice, per cwt.	3 60	3 70
Beans—	Per bushel.	
Canadian white	2 25	2 30
Yellow eye	3 15	3 20
Canned Salmon—	Per 4 doz. case	
Pinks	4 25	4 75
Cohoes	7 40	7 60
Red spring	8 25	9 25
Salmon, Sockeye, 4 doz. case	....	7 60
Canned Fruits and Vegetables—		
Beans, baked	1 30	1 35
Beans, string	0 87½	0 90
Corn, dozen	0 95	1 00
Peas, No. 4	0 85	0 90
Peas, No. 3	0 87½	0 90
Peas, No. 2	0 90	0 95
Peas, No. 1	1 30	1 35
Peaches, 2's, dozen	1 30½	1 35
Peaches, 3's, dozen	1 97½	2 00
Raspberries, dozen	1 97½	2 00
Strawberries	1 97½	2 00

METHODS FOR SELLING FISH.

(Continued from page 34.)

and generally find people eager to buy it. They quite understand that it is reduced, not because it is of poorer quality, but simply like fruit on a Saturday night, because it is 'perishable.' "

Mention Fish in Weekly Circulars.

"Do you adopt any means to push sales besides your windows?"

"Once a week when we are sending out circulars to our grocery customers we include our latest arrivals of fish and that attracts them, as our circulars are a regular weekly feature. Most of our orders are by telephone and go out with groceries. Our fish business is, however, kept separate by our bookkeeping department."

The Man in Search thanked the head of the Simpson firm for his trouble and proceeded office-wards to write up No. 2 of the Fish Series.

Flour Sales at Lower Rates: Rolled Wheat Higher

Advance in Latter Due Solely to Increased Cost of Barrels — Little Ontario Wheat Being Made up into Flour—Prices Still Too High for Export.

Market continues sluggish, but some movement to stimulate buying of flour is expected soon. As wheat, with heavy shipments keeping up, shows no sign of advancing, trend of flour movement downward is natural. Mills continue cutting prices both of Manitoba and Ontario flour, but these are by no means all in line with one another, so that "market quotations" are difficult to secure. Last week cut of as high as 80 cents in Manitoba flour was mentioned, while Ontario, though not so marked, still moves in same direction. Export demand remains dull.

In Montreal order of 100,000 barrels is reported as booked for export trade, and several contracts with Old Country firms for forwarding during winter months. This is noticeable occurrence in Toronto circles also.

Wheat keeps at same level, a shade lower than last week; more encouraging reports from Argentine weakening prices.

MONTREAL.

FLOUR.—There is no quotable change in flour here, although it is stated some millers are shading prices more or less to get business. Supply of the raw material has been splendid owing to the open weather permitting threshing and delivery operations.

Manitoba Wheat Flour—	Car lots, in bags, per bbl.	
First patents	....	5 40
Second patents	....	4 90
Strong bakers'	....	4 70
Flour in cotton sacks, 10 cents per barrel more.		
Winter Wheat Flour—		
Fancy patents	4 40	4 60
90 per cent.	4 10	4 30
Straight roller	3 90	4 10
Blended flour	4 30	4 45

CEREALS.—Rolled wheat is firmer here on account of higher cost of barrels. Movement in rolled oats is gradually picking up with approach of the colder weather.

Cornmeal—	Per 98-lb. sack	
Kiln dried	....	2 60
Softer grades	....	2 50
Rolled Oats—	90s, in jute.	
Small lots	....	2 22½
25 bags or more	....	2 12½
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—Fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.		
Rolled wheat—	100-lb. bbls.	
Small lots	....	2 85
Hominy, per 98-lb. sack	2 40	2 75

MILL FEEDS.—The mill feed market is gradually firming, with no change in prices to quote.

Mill Feeds—	Car lots, per ton	
Bran	....	22 00
Shorts	....	24 00
Middlings	....	26 00
Wheat moulee	....	28 00
Feed flour	....	34 00
Feed cornmeal, per cwt.	....	1 85

TORONTO.

FLOUR.—Situation so far as prices are concerned rather difficult to give exactly, as rate cutting continues for purpose of stimulating demand. Hand-to-mouth buying, however, is still general report. Below prices are quoted at "reduced" rates on Ontario flours.

Manitoba Wheat Flour—	Small lots, in jute bags per bbl.	
First patent	....	5 30
Second patent	....	4 70
Strong bakers'	....	4 50
Flour in cotton sacks, 10c per bbl. more.		
Winter Wheat Flour—		
Fancy patents	4 70	4 90
90 per cent.	4 40	4 50
Straight roller	4 50	4 60
Blended flour	4 70	4 85

CEREALS.—Rate cutting, due to keen local competition in rolled oats and cornmeal, has extended from Toronto to Hamilton, with result that retailers in these cities are benefiting to extent of at least 10 cents per bag. For outside points, however, prices keep up, and supplies of cornmeal do not improve rapidly, as United States mills are still far behind orders.

Peculiar situation has confronted rolled wheat in barrels. Several of these packages have increased from 35 to 50 cents, and price has been raised to cover pretty well extra cost of package. This increase is due to scarcity, as sugar is being sold in bags and packages more than formerly, and refiners, it is reported, are not using as many barrels. Result is apple buyers find supply scarce and greater demand from these has raised price to grain men. Split peas are stronger owing to poor crop, and advance of 10 cents has been made.

Cornmeal, per 98 lb. bag—		
Kiln dried, 25 bag lots	2 20	2 30
Rolled oats, per 90 lb. sack, in jute—		
Small lots	2 22½	2 25
25 bags to car lots	2 12½	2 17½
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal, standard and granulated, 10 per cent. over rolled oats in 90 S, in jute.		
Rolled Wheat—		
50 lb. boxes	....	1 45
100 lb. barrels, small lots	2 90	3 00
100 lb. barrels, 5 bbl. to car lots	2 80	2 90
Split peas, 98 lb. bags	....	3 35

MILL FEEDS.—Open weather extending into November keeps down demand in mill feeds, although prices now are much firmer than, say, two weeks ago, and more business is being done at regular quotations.

Mill Feeds—	Car lots, per ton.	
Bran	....	22 00
Shorts	....	24 00
Middlings	....	26 00
Wheat moulee	....	28 00
Feed flour, per bag	....	1 70

WINNIPEG.

FLOUR AND CEREALS.—There is good domestic trade for flour but export prices are barely in line and millers are firm expecting advances. Rolled oats are firm and have advanced as also oatmeal.

Flour, Manitoba Wheat—	Per bbl.	
Best patents	....	5 30
Second patents	....	4 60
First clears	....	4 20
Low grade	2 90	3 10
Jute bags, 10 cents less.		
Cornmeal, 98s	....	1 95
Rolled oats, 80s	....	1 80
Oatmeal, granulated, 98s	....	2 30
Wheat granules, bale, 16-60	....	3 25

* * *

OYSTER RECIPES

Following oyster receipts might be passed along to customers:—

Oysters a la Maitre d'Hotel.

Wash and drain two dozen oysters. Put them in a stewpan with one tablespoonful of butter, stir carefully, and when the edges of the oysters begin to curl, add the juice of half a lemon, one tablespoonful of finely chopped parsley and a little salt and pepper. Serve on slices of hot buttered toast. This can easily be prepared in a chafing dish and will be much appreciated as a supper dish.

Oyster Croquettes.

Croquettes are delicious when thus prepared: Bread two dozen large cooking oysters, drain them on a cloth, chop them and mix well in a basin with one-half pound of bread crumbs, two ounces of butter, two tablespoonfuls of white sauce, pepper, cayenne and a little lemon juice. Stir over a slow fire to get warm through, then spread on a plate to cool. Shape the mixture into small cork shapes, cover with egg and bread crumbs and fry in boiling fat. Drain well, garnish with fried parsley and serve very hot.

An Oyster Entree.

Blanch some large oysters, press them slightly between two dishes till cold, then slit them open (without quite severing them), squeeze a little lemon juice inside and fold the oysters together again. Dip them in some frying butter and fry in hot fat till they are quite crisp. Drain and pile them up high on a fish paper and garnish with cut lemon and fried parsley. This makes a nice entree.

FRUIT & VEGETABLES

Florida Oranges Arrive in Splendid Condition

First Shipments of Large Quantities This Week Cause Drop of 25 Cents in Tail-ends of Valencias — Potatoes Continue Firm, Although Demand from States Has Slackened Somewhat—Sharp Decline in Export Market for Apples.

MONTREAL.

GREEN FRUITS. — Business has shown some slight improvement but as said in recent issues prices of certain lines are so high that they are prohibitive as general rule. For instance Mackintosh and Fameuse apples are considerably higher than last year, difference in price in former being considerable. Florida fruits are now on market prices comparing favorably with those of last year. Fameuse apples are decidedly scarce and prices are expected to go still higher, while supplies of peaches also amount to zero, wholesalers having cut them off lists, any that are held in storage being worth about 2.50 per box.

Apples—		
Baldwins, No. 1	....	5 00
Baldwins, No. 2	4 50	5 00
Mackintosh Reds	8 50	10 00
King	....	5 00
No. 2s, all grades, 75-$1 less than No. 1s.		
Fameuse, bbl.	7 50	8 00
Bananas, crate	2 00	2 75
Cranberries, Cape Cod, bbl.	8 50	9 00
Grapes, Tokay, 25-lb. box	2 25	2 50
Almeria grapes	5 00	6 00
Grapefruit, Jamaica, 54s, per case	....	5 00
Lemons, Verdelli, case	....	3 50
Oranges—		
Jamaicas, 126s to 250s	....	3 00
Late Valencias	6 00	7 50
Pears, Oregon, box	....	3 25
Pears, Bartlett, Can., per bbl	....	6 00
Pears, Winter, 11-qt. .....bkt	....	0 50

VEGETABLES.—Potato situation is as strong as ever though it may ease up for little now as American buyers are not so keen as hitherto, and growers may feel inclined to make concessions to move holdings as weather is now more uncertain. Supplies of other varieties have been just medium and demand not being over active things have remained pretty steady. Corn is now off list of supplies forthcoming, not being considered worth while. Quebec turnips are a little easier.

Cabbage, per doz.	0 35	0 50
Celery, per doz. heads	0 35	1 00
Cucumbers, Boston, doz.	....	2 00
Egg plant, basket of 12	....	0 75
Garlic, per lb.	....	0 10
Onions—		
Spanish, per case	3 25	3 50
Spanish, half case	....	1 75
Red Danvers, 75-lb. bag	2 00	2 25
Peppers, green, 11-qt. bkt.	....	1 00
Peppers, red, 11-qt. bkt.	....	1 50
Potatoes—		
Green Mountains and Quebecs, bag.	....	1 00
Potatoes, sweet, per bbl.	....	4 25
Potatoes, sweet, Jersey, hpr.	1 25	1 50
Turnips, Quebec, bag	....	1 25
Tomatoes, 11-qt. bkt.	0 50	0 75
Tomatoes, box 33 lbs.	1 75	2 00

TORONTO.

GREEN FRUITS.—First large shipments of Florida arrived this week and dealers were well pleased at quality of crop, sweet and in good shape generally though some lots were slightly lacking in color. Prices are far below Valencias and better sales are expected as result, quotations opening at $4,25 to $4.50 per case. Valencias that ran as high as $6.50 a week ago were down from $5.25 to $5.75 and are practically off market. California navels are reported in excellent condition and first shipments will leave South between 5th and 10th arriving in Ontario between 15th and 20th. Almeria grapes have put in an appearance on market. Verdelli lemons are down 25 to 50 cents, foretaste of greater abundance in new crop. Florida pineapples are shade higher. Apples continue at about same prices as week ago and drop in English market has not produced effect in Ontario yet, and is hardly expected to as supply is so limited.

CANADIAN.

Apples—		
Snows, hand picked, bbl.	4 00	5 00
Wealthy, No. 1, bbl.	....	4 00
Wealthy, No. 2, bbl.	3 00	3 50
Cooking, bbl.	2 25	3 00
Snows, etc., bkt.	0 35	0 50
Talman Sweets, bbl.	2 50	3 00
Citrons, each	0 08	0 10
Pears, Clargos, 6-qt. bkt.	0 50	0 60
Pears, Keefers	0 30	0 35

IMPORTED.

Apples, Jonathans, case, fancy, $2.50; extra	....	2 75
Bananas, per bunch	1 75	2 00
Cranberries, bbl.	....	8 50
Cranberries, box	....	3 25
Grapefruit, Jamaica, case	4 00	4 50
Grapes, Almerias	5 00	5 75
Grapes, Tokay, case	2 25	2 50
Grapes, Malagas, bbl.	5 50	7 00
Grapefruit, Florida, case	5 00	5 50
Oranges, California Valencias	5 25	5 75
Oranges, Floridas	4 25	4 50
Limes, box of 100	0 75	1 25
Lemons, Verdelli	3 50	4 25
Pears, California, ½ case, $2.25; case	....	4 00
Pineapples, Floridas	4 00	4 25
Pineapples, Cubans	....	5 00
Pineapples, Porto Ricos	....	5 50
Pomegranates, case	4 00	4 25

VEGETABLES.— Potatoes continue firm at last week's higher prices and jobbers are inclined to opinion they will go still higher soon when Ontarios are cleaned up and as demand from States for New Brunswicks keeps up strongly. Indeed some dealers are quoting five cents advance on last week even now. Sweet potatoes in Toronto district have had unusual sales and are growing steadily in popularity. Present prices, result of several declines, are regarded as about rock bottom. Cabbage is shade higher. Few baskets of red tomatoes still come in but quality is poor.

Beets, Canadian, per bag	....	0 95
Cabbage, case	1 00	1 25
Carrots, Canadian, bag	....	0 90
Cauliflower, dozen, large	1 50	1 75
Squash, bbl.	....	1 50
Potatoes, Ontario, bag	0 95	1 00
Potatoes, New Brunswick, bag	1 00	1 05
Sweet potatoes, hamper	....	1 25
Sweet potatoes, bbl.	....	3 50
Parsley, bkt.	0 30	0 40
Egg plant, basket of 12	0 40	0 50
Mushrooms, per lb.	....	0 75
Onions—		
Spanish, crate	3 00	3 25
Large cooking, bag	1 75	1 85
Celery, domestic, doz.	0 20	0 25
Tomatoes, red, basket	0 40	0 60
Tomatoes, green, bushel	0 50	0 75
Tomatoes, green, basket	....	0 20
Pumpkins, each	0 08	0 10
Turnips, bag	0 50	0 60
Vegetable marrow	0 15	0 25

WINNIPEG.

FRUITS AND VEGETABLES. — Florida grape fruit and Messina lemons are cheaper, all other lines steady. Apples are scarce and dear and for the most part of indifferent quality. Cranberries are up $1.00 per bbl.

Florida grape fruit, case	6 00	6 50
Apples, box	2 25	2 50
Apples, Ontario, bbl.	5 00	6 50
Cranberries, Cape Cod, bbl.	....	10 00
Potatoes, loads	....	0 35
Potatoes, car lots	0 32	0 35
Tokay grapes, case	....	3 00
Malaga grapes, kegs	6 50	8 50
Cocoanuts, dozen	....	1 25
Washington pears, crate	....	3 25
Bananas, per bunch	2 50	3 50
Californian lemons, crate	....	11 00
Messina lemons	....	7 00
Valencia oranges	6 50	7 00
Florida oranges, case	....	5 50
Evaporated cranberries	....	3 50
Imported honey, box	....	5 50
Ontario tomatoes, basket	....	0 75
Ontario pears, basket	....	0 40
Valencia onions, 140-lb. crate	....	3 75
Spanish onions, 40-lb. crate	....	1 75

HALIFAX, N.S.

Halifax, N.S., Nov. 3— (Special) — There has been sharp decline in apple market both in Great Britain and Germany with consequent reaction upon shippers of Nova Scotia. This fact is accounted for by heavy shipments of recent weeks glutting markets of those countries and weather conditions over there causing rapid ripening of fruit.

◆

AUGUST STRAWBERRIES GROWN.

A late variety of strawberries, ripening in August, have been introduced from the United States and grown in the Talbot Ridge fruit district, in Kent County, Ont. Experiments with this fruit were conducted on a small scale this year by A. W. Ross of Blenheim, Ont.

Owing to the addition of 4 extra pages **Connecticut Oyster Co.** advt. appears on **page 47** instead of **page 43**

PRODUCE & PROVISIONS

Butter and Eggs Firmer; Poultry Higher

U.S. Buyers Cleaning Up Canadian Poultry for Thanksgiving — Lard Up in Toronto, but Down in Montreal—Easier Feeling in Quebec in Hams—Better Demand for Cheese.

Eggs are making great run these days and although they failed to score in Toronto this week they were threatening every moment and did succeed in Montreal. Outlook seems to be for advancing market up to Christmas, after which it will be up to the hens to decide whether to relieve prices by laying as last year or holding out still longer.

Hogs were lower on Monday but soon stiffened again and decline begins to look far off. Lard took unusual course in Montreal by declining half cent, but stocks were heavy, while in Toronto it advanced quarter cent. Hams dropped ½ cent in Montreal but remained steady in Toronto.

Prices in creamery moved up ½ cent in Montreal this week being firmer in consequence of sharp advance in prices in England, where New Zealand rose to 128s. and Australian 126s., an advance of 10s. per cwt. in last three weeks. Montreal firm was offered New Zealand at 31½, duty paid, but as this is several cents higher than finest creamery here business with New Zealand is not likely to be brisk. Montreal buyer figures out that with advance in New York and Boston of fine creamery to 32½c and 33c, Canadian can be laid down profitably, from 30½ to 31c duty paid. Western firms have withdrawn nearly all stored goods from Montreal.

MONTREAL.

PROVISIONS.—Although live hogs were in pretty strong demand and market as natural result stronger, yet easiness, hard to account for, prevails in hams and lard, and prices for the former are ½ to one cent per lb. lower. This should result in more active trade. Lard has declined ½ cent per pound.

Hams—		Per lb.
Light, under 12 lbs.	....	0 19½
Medium, 12 to 20 lbs.	....	0 19
Large, 20 to 40 lbs.	....	0 18
Backs—		
Plain, bone in	....	0 23½
Boneless	....	0 26
Peameal	....	0 26
Bacon—		
Breakfast	0 20	0 21
Roll	....	0 17
Shoulders, bone in	....	0 16
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled	0 30	0 30½
Hams, roasted	....	0 31
Shoulders, boiled	....	0 27
Shoulders, roasted	....	0 28
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—		Per bbl.
Heavy short cut mess	....	30 00
Heavy short cut clear	....	30 00
Clear fat pork	....	28 00
Clear pork	....	26 50
Lard, Pure—		Per lb.
Tierces, 375 lbs. net	....	0 14
Tubs, 50 lbs. net	....	0 14
Boxes, 50 lbs. net	....	0 14
Pails, wood, 20 lbs. net	....	0 14¼
Pails, tin, 20 lbs. gross	....	0 14
Cases, 10-lb. tins, 60 in case	....	0 14½
Cases, 3 and 5-lb. tins, 60 in case	....	0 14¾
Bricks, 1 lb., each	....	0 15¼
Lard, Compound—		
Tierces, 375 lbs. net	....	0 10½
Tubs, 50 lbs. net	....	0 10¾
Boxes, 50 lbs. net	....	0 10½
Pails, wood, 20 lbs. net	....	0 11
Pails, tin, 20 lbs. gross	....	0 10½
Cases, 10-lb. tins, 60 in case	....	0 11¼
Cases, 3 and 5-lb. tins, 60 in case	....	0 11½
Bricks, 1 lb. each	....	0 12¼
Hogs—	Per cwt.	
Live, f.o.b.	9 00	9 25
Live, fed and watered	9 35	9 50
Dressed	13 25	13 50

BUTTER.—More active trade has been done lately, seasonable weather making demand better. In spite of lack of orders from North-west and Vancouver prices for creamery have advanced ½ cent per pound. Stocks here should be pretty well decreased this month as held stock is being moved out freely and heavy local consumption must also be considered. This, of course, must have future effect.

Butter—		Per lb.
Creamery prints, fresh	....	0 30½
Creamery solids	....	0 30
Dairy, prints or solids	0 23	0 24
Separator, prints or solids	0 23½	0 24½

EGGS.—From now on order of things seems to be "moving upward." On top of increase last week comes another advance of one cent all round. Not that the hen is not doing her duty. She is working within nature's limit, but yet consumer would be glad to see her strain a point as with supplies so low further advances must be scored.

Eggs, case lots—		Per dozen.
New laids	....	0 43
Selects	....	0 34
No. 1s	....	0 30
No. 2s	....	0 26
Splits	....	0 25
New laid eggs, in cartons	....	0 44

CHEESE.—Market situation has not changed much from last week, demand from all points being just fair. Cross ocean requests have not been so frequent during past week for September colored make for simple reason that tail end make sold up to present pretty cheaply. Trend of prices at country points is still puzzling, some moving upwards, others going down, balance remaining steady.

Cheese, White or Colored—	New.	Old.
Large	0 14	0 16
Strong	....	0 16—0 17
Twins	0 14½	0 15
20 lb. new	0 15—0 15½	....
Stilton	....	0 17

POULTRY.—Market has lost its strength there being nothing important to note, a few good orders having been received for out-of-town account.

Fresh stock—	Live.	Dressed.
Broilers, per lb.	0 22—0 24	....
Broilers, per pair	......	1 25
Ducks, milk fed	0 14—0 15	0 20—0 22
Ducks, old	0 12—0 13	0 14—0 15
Fowl	0 14—0 15	0 17—0 18

TORONTO.

PROVISIONS.—Pure lard, owing to small stocks on hand, advanced ¼ cent this week to 14 for tierces, and movement was made possible also by hogs holding firm. On Monday there was decline of 15 cents to $8.50 but prices advanced again to $8.75 and higher for choice lots.

Hams—		
Light, per lb.	....	0 20
Medium, per lb.	....	0 19½
Large, per lb.	0 10	0 19
Backs—		
Plain, per lb.	....	0 23
Boneless, per lb.	....	0 25
Pea meal, per lb.	0 24	0 25
Bacon—		
Breakfast, per lb.	0 20	0 21
Roll, per lb.	0 16	0 16½
Shoulders, per lb.	0 14½	0 15
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 15½	0 16
Long clear bacon, heavy	0 15	0 15¼
Cooked Meats—		
Hams, boiled, per lb.	....	0 29
Hams, roast, per lb.	....	[illegible]
Shoulders, boiled, per lb.	....	0 22½
Shoulders, roast, per lb.	....	0 23½
Barrelled Pork—		
Heavy mess pork, per bbl.	24 00	25 00
Short cut, per bbl.	28 50	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 14
Tubs, 60 lbs., per lb.	....	0 14¼
Pails, 20 lbs., per lb.	....	0 14½
Pails, 3 and 5 lbs., per lb.	....	0 15¼
Bricks, 1 lb., per lb.	....	0 15½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10½
Tubs, 60 lbs., per lb.	0 10½	0 10¾
Pails, 20 lbs., per lb.	0 10¾	0 11
Hogs—		
F.O.B., live, per cwt.	8 75	8 85
Live, fed and watered, per cwt.	9 10	9 20
Dressed per cwt.	12 50	12 75

BUTTER.—Demand this week is fair and prices remain unchanged holding steadily to advances noted week ago. Supplies are shortening up as factories are closing. Those firms that manufacture butter report scarcity of cream as U. S. buyers are taking it regularly, partly for table use, partly for factories. Some feel many factories next year will limit themselves to collecting and shipping cream across border.

Butter—		
Creamery prints, fresh	0 28	0 30
Creamery solids	0 26	0 27
Dairy prints, choice	0 22	0 24
Dairy solids	0 20	0 22
Separator prints	0 23	0 26

EGGS.—While there is no actual advance this week in eggs, prices continue very firm and all indications point to further increases before Christmas. Of course new laid's are uncertain factor because most dealers find it impossible to guarantee regular supply. These, on farmer's market this week advanced to 45 cents and even 50 cents. When questioned as to prospects for next few weeks wholesale buyer told Canadian Grocer: "You may be sure there will not be any decline. As to what increase there will be I know not. Why should not storage eggs be advanced same as anything else if market will warrant it. We were not consulted last year when eggs slumped and every house lost thousands of dollars. Nor will hens consult us this year if they take a notion to lay soon after Christmas and cause drop again. Supply in Canada is below demand and market under such conditions is likely to take regular course.''

Therefore do not be surprised at anything.

Eggs, case lots—	Per dozen.	
Strictly new laid	0 35	0 37
Strictly new laid, in cartons	0 37	0 40
Fresh eggs	....	0 32
Storage, selects	0 31	0 33
Storage, No. 1 stock	0 30	0 31
No. 2s	....	0 25
Splits	....	0 25

CHEESE.—There is strong undertone to market this week due to better demand from Old Country. Supply is falling off as many factories are closing for season. Reports from England indicate that Argentine may join Siberia as competitor to Canada and New Zealand there.

Cheese—		
Old, large	0 14¾	0 15
Old, twins	0 15	0 15¼
New, large	0 14¼	0 14½
New, twins	0 14½	0 14¾

POULTRY. — Expected drop from Thanksgiving prices has been postponed indefinitely. It was due this week but American buyers headed it off. At close of last week they invaded Western Ontario like mighty host and cleaned up all those turkeys, geese, chickens, fowls, ducks, etc., etc., etc., that were within sight and hearing of their call. Prices amongst farmers went up and more than equalized drop that was due under ordinary conditions. One of largest buyers in Canada told Canadian Grocer that representative of Boston firm called on him and wanted to make arrangements to ship poultry over weekly by carload, and he himself suddenly had found his supply curtailed and far fewer birds were offered than one year ago at this time. He felt certain result would be to lessen supply and create higher level for poultry throughout most of year, and particularly during few weeks preceding Christmas and around New Year's.

Increases have come in almost every line; turkeys 2 to 3 cents; spring chickens, 1 to 2 cents; ducks, 1 to 2 cents; and geese, 1 to 2 cents.

Frozen Stock—	Per lb.	
Turkeys, dressed	0 24	0 25
Fresh Stock—	**Live.**	**Dressed.**
Broilers, spring	0 13	0 15
Ducks, spring	0 12	0 18
Fowl	0 10	0 12—0 15
Chickens, lb.	0 13—0 14	0 17—0 18
Geese	0 10—0 12	0 14—0 16
Turkeys, spring	0 18—0 20	0 20—0 25
Turkeys, old Tom	0 14	0 16—0 18

HONEY.—Prices remain unchanged this week with many of earlier buyers waiting anxiously for time when market will take advance and let them out safely. Some bought early in season at beemen's prices, thinking these would hold and now find retail prices are as low as they bought for and hence are holding to prevent loss.

Clover, bbls., per lb.	0 09	0 09½
60, 30-lb. tins, per lb.	....	0 10
10, 5-lb. tins, per lb.	....	0 10½
Buckwheat, bbls.	....	0 07
Buckwheat, tins	....	0 07½
Comb	2 25	2 75

WINNIPEG.

PRODUCE AND PROVISIONS. — Eggs have advanced 2 cents per dozen and are very firm. Hams have declined ½ cent per lb. Lard, cheese and butter are steady. There is no Manitoba cheese on the market.

Cured Meats—		
Hams, per lb.	0 18½	0 21
Shoulders, per lb.	....	0 14
Bacon, per lb.	0 20½	0 22¼
Long clear, D.S., per lb.	....	0 13½
Mess pork, bbl.	....	28 00
Lard—		
Tierces, per lb.	....	0 13¼
50 lb. tubs	....	6 75
20 lb. pails	....	2 75
3 lb. tins, cases	....	8 55
5 lb. tins, cases	....	8 47
Butter—		
Creamery, per lb.	0 29	0 32
Dairy, per lb.	0 23	0 25
Cheese—		
Ontario, large, per lb.	....	0 16
Ontario, twins, per lb.	....	0 16¼
Eggs—		
Good eggs	....	0 27
Fresh gathered	....	0 36

TO WATCH OUTSIDE MANUFACTURERS.

Washington, D.C., Nov. 3.—A law just passed by Congress, ostensibly for the purpose of allowing foreign exhibits for the Panama Exposition in San Francisco, Cal., in 1915, to enter the country free of duty, will be bitterly fought by an organization of manufacturers and owners of proprietary brands of food and other products called the National Registration League, on the ground, to quote from their literature, that if literally enforced, it may cause the arrest of manufacturers ''for continuing to manufacture their own products,'' and of merchants who innocently sell those products.

In New York on Friday, November 21st, at 2 o'clock, a convention will be held at the Hotel Astor to launch plans for the enactment of another law protecting United States owners of trademarks, trade designs, trade labels and trade names from the ''piracy'' which, it is claimed, will result from the new law referred to, and from all other forms of ''piracy.''

The law in question is known as the Kahn law. The first section merely authorizes the admission of foreign exhibits for the exposition free of duty; it is not objected to. The League are fighting other sections. It claims that the Kahn law enables exhibiting manufacturers to ''steal'' trade marks of U. S. firms. This is the portion of the law to be attacked.

U.S. FRUIT TARIFF.

The new United States tariff as it relates to fruits and the old rates are as follows:—

Apples, peaches, pears, quinces, cherries, plums—Old rate, 25c bushel; new rate, 10c bushel.

Bananas—Old rate, free; new rate, unchanged.

*Lemons—Old rate, 1½c per lb.; new rate, graded scale.

*Oranges—Old rate, 1c per lb.; graded scale.

Pineapples, in bbls. or pack—Old rate, 8c cu. ft.; new rate, 6c cu. ft.

Pineapples, in bulk—Old rate, $8 per M.; new rate, $5 per M.

*New duty on oranges, lemons, limes, grapefruit, shaddocks, or pomelos is regulated as follows:

In packages, 1¼ cu. ft. or less, 18c per package.

In packages over 1¼ cu. ft. and not over 2½ cu. ft., 35c per package.

In packages over 2½ cu. ft. and not over 5 cu. ft., 70c per package.

In packages over 5 cu. ft. or in bulk, ½c. per lb.

Following items are from Canadian Grocer of November 10, 1893:—

> ''At a meeting of the business men of Welland, Ont., the other night it was deemed advisable to establish a market and the town council was memorialized to proceed with the project.''
>
> * * *
>
> ''Is sugar going to go any lower? is the question that is agitating the grocery trade here. A drop of a full half cent in less than eight days is enough to unsettle any market.''

Editor's Note.—Above, it must be understood is from our Montreal market report in issue of November 10, 1893. Sugar at that time was quoted at 4¾c.

INTRODUCTION TO THE AD.

The introduction of a newspaper advertisement run by the Paragon Stores, Regina, Sask., read as follows:—

''Don't throw a side glance at this Ad., but get right down and figure it out. It's here to put money in your pocket.''

FISH AND OYSTERS

New Tariff Has Started Fish on the Up Grade

Toronto Markets Begin to Feel Effects, With Finnan Haddie and Haddock Up 1 Cent—Eastern Shippers Demand Cold Storage Depots and Provision on Freight Boats.

MONTREAL.

FISH.—As predicted couple of weeks ago, U. S. tariff will result in general stiffening of prices as supplies will be short and Americans are willing to pay more. This is already verified and in next couple of weeks considerable advances expected of at least cent per lb. Colder weather of past week has improved sales considerably and good fall business is under way.

Fresh Fish—		
Bluefish, per lb.	....	0 18
Carp, 100 lb. boxes, per lb.	0 10	0 11
Cod, market, 250 lb. cases, per lb.	....	0 06
Doree, 100 and 150 lb. cases, per lb.	0 11	0 12
Flounders, per lb.	0 06	0 07
Frogs legs, large, per lb.	....	0 50
Frogs legs, small, per lb.	....	0 25
Haddock, per lb.	0 05	0 06
Halibut, per lb.	0 11	0 12
Herring, per 100 fish, large	....	3 00
Mackerel, lb.	....	0 12
Perch, dressed, per lb.	0 09	0 10
Pike, dressed, per lb.	0 08	0 09
Salmon, B.C., per lb.	0 15	0 18
Salmon, Gaspe, per lb.	0 18	0 20
Steak cod, per lb.	....	0 07
Smelts, per lb.	....	0 12
Sword fish, per lb.	0 09	0 10
Turtles, small, per lb.	....	0 15
Whitefish, per lb.	....	0 12
Shell Fish, Fresh—		
Clams, per barrel	....	7 00
Lobsters, live, per lb.	....	0 30
Lobsters, boiled, per lb.	....	0 32
Oysters, bulk, standards, per gal, $1.50; Selects	....	1 80
Oysters, solid meat, standards, per gal., $1.80; selects	....	2 00
Oysters, Cape Cod, shell	....	9 00
Oysters, Malpeques, shell	9 00	10 00
Periwinkles, per bushel	....	2 50
Prawns, per gal.	....	2 00
Scallops, per gal.	....	3 00
Shrimps, per gal.	....	2 00
Frozen Fish—		
Haddock, per lb.	0 04½	0 05
Herring, per 100 fish	....	1 50
Pike, per lb.	....	0 06
Smelts, fancy, per lb.	0 12	0 13
Smelts, No. 1, per lb.	0 08	0 09
Salmon, fancy, Spring, per lb.	0 14	0 15
Salmon, Gaspe, per lb.	0 15	0 16
Salmon, Qualla, per lb.	0 07½	0 08
Whitefish, per lb.	0 07	0 10
Prepared Fish—		
Boneless fish, 20 lb. boxes	0 06	0 07
Cod, boneless, 20 lb. boxes, 2 lb. blocks	0 07	0 08
Cod, pure, 3 lb. box, per lb.	....	0 15
Cod, boneless strip, 30 lb. box, lb.	....	0 10
Cod, shredded, box of 2 doz.	....	1 80
Cod, skinless, per 100 lb. box	6 50	7 00
Cod, dried, per 100 lb. bundle	....	7 00
Pollock, dried, per 100 lb. bundle	....	6 50
Salted and Pickled Stock—		
Cod, green, ordinary, per 200-lb. bbl.	....	9 00
Cod, green, white napes, per 200-lb. bbl	9 50	10 00
Haddock, No. 1 green, per 200 lbs.	....	8 50
Herring, Gaspe, No. 1, ½ bbls., $2.75; bbls.	....	5 00
Herring, N. S. per ½ bbl.	....	3 00
Herring, N. S., per bbl.	....	5 50
Herring, Holland, per keg, 75c; per ½ bbl., $5.00 to $6.00; per bbl.	9 00	10 00
Herring, Labrador, ½ bbl., $3.25, bbl.	....	6 75
Herring, Scotch, keg of 12 lbs. net, $1.25 to $1.35; ½ bbl.	7 50	8 00
Mackerel, No. 1, 20 lb. kits, $1.75, ½ bbl., $7.00; bbl.	....	12 00
Salmon, Labrador, ½ bbl., $8.00 to $9.00, bbl.	14 00	15 00
Trout, lake, kegs	....	7 00

TORONTO.

FISH.—After waiting one month to feel effects of new U.S. tariff admitting fish free, local wholesalers had taste of new conditions this week in movement towards higher prices with result that finnan haddie advanced from 8 to 9 cents and haddock from 6½ and 7 to straight 8 cents. Cod quail is slightly higher also. "In addition to finnan haddie going up, smelts will advance and all small box goods," declared a wholesaler this week. "Former duty on these was 35 per cent., which on finnan haddie would represent couple of cents. Americans can afford to give one cent more and still be cent ahead per lb. since duty is removed and this would give them practically control of our markets. So you can see even at best it will be keener competition, higher prices and scarcity at times. It is difficult, indeed impossible, to predict exactly how much increased cost will be, but prices will stiffen all along line."

Fresh whitefish is practically done and haddock are scarce this week.

Frozen Fish—		
Roe shad, weight 3 lbs., each	1 00	1 25
Whitefish, per lb.	....	0 12
Halibut	0 10	0 11
Salmon, Qualla	....	0 10
Salmon, Cohoe	....	0 12
Fresh Caught—		
Blue fish, lb.	0 14	0 16
Frogs legs, lb	....	0 65
Haddock, per lb.	....	0 08
Herring, per lb.	....	0 08
Lobster, live, lb.	....	0 45
Lobster, boiled, lb.	....	0 45
Mackerel, weighing 1½-3 lbs., each	0 15	0 25
Pickerel, yellow, per lb.	....	0 12
Pike, per lb.	....	0 08
Salmon, B.C., per lb.	0 15	0 16
Smelts, per lb.	....	0 12
Steak, cod, per lb.	....	0 09
Trout, per lb.	....	0 12
Whitefish, per lb.	....	0 12
Flounders	....	0 08
Smoked—		
Fillets of haddie	....	0 12
Finnan haddie, per lb.	....	0 09
Kippers, new, box of 40 and 50	....	1 25
Bloaters, box of 60	....	1 25
Digby herring, per bundle	....	0 75
Prepared—		
Cod, quail on toast	....	0 07½
Cod, steak	....	0 08½
Cod, Imperial, 25 lb. pck.	....	0 07
Salted and Pickled—		
Herring, Holland, new—		
Milkers	....	0 85
Mixed	....	0 80
Herring, Labrador, bbl.	....	6 50
Herring, sea, pails	1 25	1 50
Mackerel, pail	....	2 25
Oysters, bulk—		
New York counts, gal.	....	2 00
Extra selects, gal.	1 90	1 95
Straights, gal.	1 65	1 75
Oysters, Shell—		
Malpeques, bbl.	11 00	12 00
Torbays	11 00	12 00
Rockaways	8 50	9 00
Blue Points	8 50	9 00
Oyster Bay counts	8 00	8 50

HALIFAX, N.S.

FISH.—Business was quite brisk in local fish markets past week. When weather moderated big schools of mackerel struck in along western shore in vicinity of Halifax County, and in one day 25,000 fish were landed here. Large sold readily at 30 cents each and smaller at four for 25 cents. Most of large fish were iced and shipped to American market. Such heavy run of mackerel at this season of year was unexpected. Receipts of cod and haddock also increased. Weather for drying fish has been very bad, and much of codfish in stock has spoiled. Some dealers say this will cause shortage, and as result prices will go higher.

ST. JOHN, N.B.

FISH.—Fish market during last week has been hampered considerably owing to bad weather prevailing, and supply was hardly up to average. Variety was about same, and prices remained unchanged. Since coming of new tariff between Canada and United States local shippers have commenced to send greater quantities of fish across border than previously, and consequently prices are expected to be a little stiffer here than they have been.

Dealers here and in Nova Scotia are making demand that Government adopt measures compelling freight boats to instal refrigerators for help of shippers in sending fish to Boston in good condition. In fact, question of developing cold storage facilities for handling food fish and assuring steady supply of bait is receiving generous share of attention from prominent dealers.

WINNIPEG.

FISH AND POULTRY.—The only change in fish prices this week is a reduction of 4 cents on Holland herrings. The market is well supplied with fish and poultry.

Fish—		
Codfish	....	0 10
Halibut	....	0 12
Pickerel	....	0 08
Salmon	....	0 14
Trout	....	0 12½
Whitefish	....	0 08½
Oysters—		
Imperial gallon	....	2 25
Large tins, 4 1-6 gals.	....	10 50
Cured—		
Kippered herrings, box	....	1 75
Holland herrings, keg	0 65	0 71
Salt mackerel, kits	....	2 75
Poultry (live)—		
Chickens, per lb.	....	0 14
Turkeys	....	0 14
Geese	....	0 10
Ducks	....	0 10

* * *

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Toronto, Ont.

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McJANNET, LTD
Gravenhurst, Oct. 27, 1913.

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High Cost of Living

This subject has been discussed from Ocean to Ocean and the Retailer is fast becoming alive to the fact that in handling oysters intelligently he accomplishes a double purpose.

Oysters, as a substitute for other foods, are, in fact, an economy, and the Retailer could, with profit to himself, and a saving to his patrons, induce his customers to use oysters more frequently.

There are no bones, fat or feathers to pay for and throw away. Every last ounce is nourishment. In addition to being economical, they are palatable, and make a well balanced ration. The percentage of proteins and fats are apportionately balanced.

Suggest to your patrons their serving to their family Escalloped Oysters. This is a very economical dish and very palatable. We will supply you with books of recipes if you desire them.

Oysters this season are the best they have been in years. The stock we are shipping is the nicest we have had since opening our Canadian House, six years ago. They have the size, the color and the flavor, and these qualities will prove them to you a business builder.

Maximum efficiency—our motto.

CONNECTICUT OYSTER CO.

"Canada's Exclusive Oyster House"

50 JARVIS ST. TORONTO

SEE FRONT OUTSIDE COVER

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4 oz. tin, 65c per doz.; 6 oz. tin, 90c per doz.; 8 oz. tin, $1.20 per doz.; 12 oz. tin, $1.60 per doz.; 16 oz. tin, $2.25 per doz.; 3 lb. tin, $5 per doz.; 5 lb. tin, $9.50 per doz.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER.

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15, and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books ..each	0 04
100 books and over, each.	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancacke Flour per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$ 2 15
Raspberry, red, h'vy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry.	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 65
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Strawberry	0 13
Black currant	0 13
Raspberry	0 13

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz..	4 60
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz...	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	
Supreme chocolate, ½'s 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz...	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box per doz.	0 90
Sweet Chocolate—	**Per lb.**
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26
Icings for Cake—	
Chocolate, white, pink, lemon orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz...	0 90
Chocolate Confections—per lb.	
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. bxs.	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil Wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. bxs.	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box.	1 35
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars, per box	0 85

EPPS'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N. S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy chocolate, ½'s..	0 26
" Vanilla sticks, per grs.	1 00
" Diamond chocolate, ⅛s.	0 24
" Plain choice chocolate liquors	20 30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb.; Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box.

The above quotations are f.o.b. Montreal.

ROYAL

BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

The Lead for you is the Lead which gives satisfaction to your customers.

JAMES' DOME

Trade Mark.

Black Lead

has done so from generation to generation. Its users prefer it to any other.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per Case.
Eagle Brand, ea. 4 doz.....	$6 00
Reindeer Brand, ea. 4 doz.	6 00
Silver Cow Brand, ea. 4 doz.	5 40
Gold Seal Brand, ea. 4 doz.	5 25
Mayflower Brand, ea. 4 doz.	5 25
Purity Brand, ea. 4 doz...	5 25
Challenge Brand, ea. 4 doz.	4 75
Clover Brand, ea. 4 doz.....	4 75

Evaporated (Unsweetened)—

St. Charles Brand, small, ea. 4 dozen	2 00
Peerless Brand, small, ea. 4 doz.	2 00
St. Charles Brand, Family, ea. 4 doz.	3 90
Peerless Brand, Family, ea. 4 doz.	3 90
Jersey Brand, Family, ea. 4 doz.	3 90
St. Charles Brand, tall, ea. 4 doz.	4 50
Peerless Brand, tall, ea. 4 doz.	4 50
Jersey Brand, tall, ea. 4 dozen	4 50
St. Charles Brand, Hotel, ea. 2 doz.	4 25
Peerless Brand, Hotel, ea. 2 doz.	4 25
Jersey Brand, Hotel, ea. 2 doz.	4 25
St. Charles Brand, gallons, ea. ½ doz.	4 75
"Reindeer" Coffee & Milk, ea. 2 doz.	5 00
"Regal" Coffee and Milk, ea. 2 doz.	4 50
"Reindeer" Cocoa & Milk, ea. 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 36
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50lb. case.

Terms—Net 30 days prepaid.

FLAVORING EXTRACTS. SHIRRIFF'S

Quintessential.

1 oz. (all flavors) doz.....	1 05
2 oz. (all flavors) doz......	2 00
2½ oz. (all flavors) doz....	2 30
4 oz. (all flavors) doz.....	3 50
5 oz. (all flavors) doz......	4 50
8 oz. (all flavors) doz......	6 50
16 oz. (all flavors) doz.....	12 00
32 oz. (all flavorz) doz.....	22 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottles (retail at 50c)	4 50
4 oz. bottles (retail at 90)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

GELATINE.

Knox Plain Gelatine (2 qt. size), per doz.	1 30
Knox Acidulated Gelatine (2 qt. size), per doz.	1 30

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in caze	1 35
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in caze....	6 50

LAPORTE, MARTIN, LIMITEE.

Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., cs....	5 00

VICHY LEMONADES.

La Savoureuse Champenoise Cork 50 qts., cs.	8 00
50 pts., cs.	5 00
La Savoureuse "Claret Crown." 100 pts., cs.	9 00
St. Nicholas Champenoise Corks. 50 qts., cs.	7 50

CASTILE SOAP.

"Le Soleil." 72 p.c. Olive Oil.

Cs. 25 11 lb. bars, lb....	0 08½
Cs. 200 3½ lb. pieces, cs..	4 25
Cs. 12 3 lb. bars, lb.....	0 09½
Cs. 50 ¾ lb. pieces, cs...	4 00
Cs. 50 1 lb. sq. pieces, cs.	4 75
Cs. 50 1 lb. long pieces, cs	4 75
Cs. 200 200 grs. pieces, cs	7 75
Cs. 100 300 grs. pieces. cs	6 00
Cs. 200 300 grs. pieces, cs	12 00

ALIMENTARY PASTES.

BLANC & FILS.

Macaroni, Vermicelli, Animals. Small Pastes, etc.

Box, 25 lbs., 1 lb........	0 08
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 00
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts.........	3 75
Apple juice, 24 pts.	4 50
Champagne de Pomme, 24 p	5 90

Motts Golden Russett—

Sparkling Cider, 12 qts....	4 50
Sparkling Cider, 24 pts....	4 75
Sparkling Cider, 36 sp.....	4 90
Extra Fins, 100½	16 00
Apple Vinegar, 12 qts......	2 40

These prices are F.O.B. Montreal.

Imported Peas "Soleil"

	Per case
Sur Extra Fins, 40 Flacons, cs.	$10 00
Sur Extra Fins, 100 ½ kilo, cs.	15 50
Extra Fins, 50 1 kilo, cs...	14 50
Extra Fins, 100 ½ kilo, cs.	15 00
Tres Fins, 100 ½ kilo, cs.	13 50
Fins, 100 ½ kilo, cs......	11 50
Mi Fins, 100 ½ kilo, cs...	11 00
Moyens No. 1, 100 ½ kilo, cs.	10 00
Moyens No. 2, 100 ½ kilo, cs.	9 50
Moyens No. 3, 100 ½ kilo, cs.	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 ½-pints	4 25
Tins—	Gall.
5 gals. 2s	2 00
2 gals. 6s	2 05
1 gal. 10s	2 10
20s, ⅛ gal.	2 60

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	5 40
Cases, 4 doz each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case..	0 11¼
Cases, 5 lbs., 12 to case..	0 11⅛
Cases, 10 lbs., 6 to case..	0 11

F.O.B. Montreal.

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."

1 lb. glass (2 dz case).	$1.90	$1.80
2 lb. glass (1 dz caze).	3.20	3.00
4 lb. tin (1 dz case)....	5.50	5.35
7 lb. tin (½ dz case)..	8.60	8.35

"IMPERIAL SCOTCH."

1 lb. glass (2 dz case).	$1.60	$1.55
2 lb. glass (1 dz case).	2.80	2.70
4 lb. tin (1 dz case)...	4.80	4.65
7 lb. tin (½ dz case)...	7.75	7.50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tinz
D. S. F., ¼-lb..............	1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. H. CATELLI CO., LIMITED.

Hirondelle Brand

	1 lb. pkgs.	Loose
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs. cases.....	7	6½
Egg noodles, case 10 lbs. loose; case 60 pkgs, ½ lb. each....	7½	7

Marguerite Brand.

Same assortment as above	6½	6
Egg noodles in 10 lb. cases, loose, in 60 pkgs., ½ lb. each.......	7	6½

Catelli Brand.

Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lbs. (loose)		5½
30 lb. cases, 1. lb. packages		6

Terms, Net 30 days.

D. SPINELLI CO., Registered.

Globe Brand.

Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Alphabets 30 lb. case	7	6½

Spinelli Brand.

Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lb. cases (loose)		5½
30 lb. cazes, 1 lb. pkgs. .		6

Terms—Net, 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz.	1 90
Straight.	
Lemon contains 2 doz.....	1 80
Orange contains 2 doz.....	1 80
Raspberry contains 2 doz..	1 80
Strawberry containa 2 doz.	1 80
Chocolate contains 2 doz...	1 80
Cherry contains 2 doz.....	1 80
Peach contains 2 doz......	1 80

Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER

Assorted case, contains 2 doz.	2 50
Straight.	
Chocolate contains 2 doz...	2 50
Vanilla contains 2 doz.....	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.....	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases..........	$ 5,00
Five cases or more........	4 95

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.

1-16 gall., doz.	$ 2 00
¼-gall., doz.	6 00
½-gall., doz.	10 80
1 gall., doz.	19 20
1-16 gall., gross lot	20 80

Dried Fruits

We now have in stock mostly all lines of new fruits including all kinds.

Table Raisins,
Valencia Shelled Almonds,
Eleme Figs,
Commadre Figs,
Hallowee Dates,
Fard Dates,
Santa Clara Prunes,
Oregon Prunes.

The favor of your order solicited

H. P. ECKARDT & CO.

WHOLESALE GROCERS
Church Street and Esplanade
TORONTO

"SOCLEAN."

THE DUSTLESS SWEEPING COMPOUND.

25c Pail, 2 doz. in case (4½ lbs.) enlarged size	$4 50
40c Pail, formerly 50c, 2 doz. in case (8 lbs.)	7 20
75c Pail, formerly $1.00, 1 doz. in case (17 lbs.)	6 75

"ANTI-DUST" SWEEPING POWDER.

2 lb. tins, 3 doz. crates, doz.	1 40
5 lb. tins, 1 and 2 doz., crates, per doz.	3 00

STARCH.

THE CANADA STARCH CO., LTD.

EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Boxes.	Cents
Laundry Starches—	
40 lbs. Canada Laundry	.06
40 lbs., Boxes Canada white gloss, 1 lb. pkgs	06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 white.	.06½
200 lbs., bbls., No. 1 white.	.06½
30 lbs., Edwardsburg silver gloss. 1 lb. chromo pkgs.	.07½
48 lbs., silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs. Benson's satin, 1-lb. cartons, chromo label	.07½
40 lbs. Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch	.06
(20-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs	.07
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	.07½
6-lb. toy trunks, lock and key, 3 in case	.08
6-lb. toy drum, with drumsticks, 2 in case	.07¾
Kegs, extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½
(20-lb. boxes ¼c higher than (40's.)	

OCEAN MILLS, MONTREAL.

Chinese starch, 48, 1 lb., per cs., $4.80; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz., per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.

No 1's, 05c per dozen.

Individuals, 45c per dozen.

Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz.	0 90
Clear soups, in stone jars, 5 varieties, doz.	1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.

Case of ½-lb., containing 120 packages, per box, $3.00.

Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages. per box, $3.00.

SYRUP.

THE CANADA STARCH CO., LTD.

CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	2 50
5-lb. tins, 1 doz. in case	2 85
10-lb. tins, ½ doz. in case.	2 75
20-lb. tins, ¼ doz. in case.	2 70
Barrels, 700 lbs.	3½
Half barrels, 350	3¾
Quarter barrels, 175	4
Pails, 38½	1 85
Pails, 25 lbs. each	1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	2 85
5-lb. tins, 1 doz. in case	3 20
10-lb. tins, ½ doz. in case.	3 10
20-lb. tins, ¼ doz. in case.	3 05

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure) 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s., Tins, 2 doz. to case.

Quebec, per case	$ 1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
British Columbia, per case	2 40

DOMOLCO BRAND.

2s., Tins, 2 doz. to case.

Quebec & Ontario, per case	2 60
Manitoba, per case	3 00
Saskatchewan, per case	3 20
Alberta. per case	3 30
British Columbia, per case.	3 10

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	$ 0 90
Pint bottles, 3 doz., cases, doz.	1 75

H. P.

H. P. Sauce—	Per doz.
Cases of 3 dozen	$1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 35
Cases of 3 doz. ½-pints	2 25

STOVE POLISH.

JAMES DOME BLACK LEAD.

6a size, gross	$ 2 40
2a size, gross	2 50

NUGGET POLISHES.	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleaner	1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch, 6s	45
Black Watch, 12s	45
Bobs, 5's and 10's	39
Bully, 6s	44
Currency, 6½s and 12s	39
Stag, 5 1-3 to lb.	39
Old Fox, 6 lb. boxes	40
Pay Roll Bars, 7½s	59
Pay Roll, 7s	59
War Horse, 6s	42
Plug Smoking, Shamrock, 6s, plug or bar	45
Rosebud Plug, 7s	50
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight. 7s	50
Cut Smoking — Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

TEAS.

THE "SALADA" TEA CO.

East of Winnipeg.

	Wholesale	R't'l
Brown Label, 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	80

LUDELLA.

In 30, 60 and 80 lb. cases.

Black, Green or Mixed.

Blue Label 1s	0 20
Blue Label ½s	0 21
Orange Label 1s	0 23
Orange Label ½s	0 24
Brown Label 1s and ½s	0 28
Brown Label ¼s	0 30
Green Label 1s and ½s	0 35
Red Label ½s	0 40

MELAGAMA TEA.

MINTO BROS.

45 Front St. East.

We pack in 60 and 100-lb. cases.

All delivered prices.

	Wholesale	R't'l
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼.	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JAMS AND JELLIES.

T. UPTON & CO.

Pure Fruit Jams—Raspberry & apple, Strawberry and apple, peach and apple, plum and apple, red currant and apple, black currant and apple, cherry and apple, apricot and apple, gooseberry and apple, huckleberry and apple, fig and apple, 12 oz. glass jars, 2 dozen in case $1.00 per doz.; No. 2 tins, 2 dozen in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 87 1-2c. per pail; No. 7 tin pails, 6 pails in crate, 52 1-2c. per pail; No. 7 wood pails, 6 pails in crate, 52 1-2c per pail; 30 lb. wood pails, 7 1-4c. per lb.

Packed in assorted cases or crates if desired.

Pure Fruit Jellies — Raspberry, strawberry, black currant, red currant and pineapple flavors, 9 - oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz glass jars, 2 doz. in case, $1.. per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 87½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; No. 7, tin pails 6 in. crate, 52½c; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade — Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen	$0 90
List Price.	
"Shirriff's" (all flavors), per doz.	0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c packages	1 [illegible]

MANUFACTURERS

Producers Importers Canadian Agents

have you the facilities in the West for marketing your goods in this vast and wealthy country? If your goods can be sold in Canada we guarantee to sell them in the West with our highly efficient sales force covering every inch of the Western territory, and with our five immense warehouses centrally located we guarantee to give prompt service.

There's money in the West and your goods are wanted. Write to us for terms. WRITE TO-DAY.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

Winnipeg, Man.

Branches: REGINA, SASKATOON, EDMONTON, CALGARY, LETHBRIDGE

MINCE MEAT

WE are putting up a line of fine **OLD ENGLISH MINCE MEAT** in quart self-sealing glass jars that can be sold retail at 35c. each, and they contain two and a half pounds net. This is the handiest and neatest way to handle Mince Meat, and it is at the same time, the most profitable.

Our Mince Meat is made of the best new fruits and purest spices, put up under the inspection of the Dominion Government and with the greatest care and cleanliness.

Also Sold in 80-lb. Kegs.
40-lb. Kegs.
20-lb. Kegs.
5-lb. Tins.

F. W. FEARMAN CO., Limited
HAMILTON

30 Years' Experience In Mince Meat Is At Your Service.

We guarantee you the best goods on earth at the money.

Insist on Wethey's Always

Ask your jobber or write us

J. H. WETHEY, Limited
St. Catharines

GERMAN-QUALITY-SAUSAGE
J. M. SCHNEIDER & SONS LIMITED
BERLIN, ONT.
TRADE-MARK-REG

German Eagle Brand Products

The Sausage Season is here. You can't do better than give your customers Schneider's Pure Country Pork Sausages.

Write for a Trial Order Now

J. M. Schneider & Sons Limited
HIGH GRADE GERMAN SAUSAGE
PORK PACKERS
Berlin Ontario

APPLES

Before purchasing write for our quotations on the famous **Georgian Bay** apples. We will be packing from five to ten thousand barrels.

LEMON BROS.
Owen Sound, Ontario

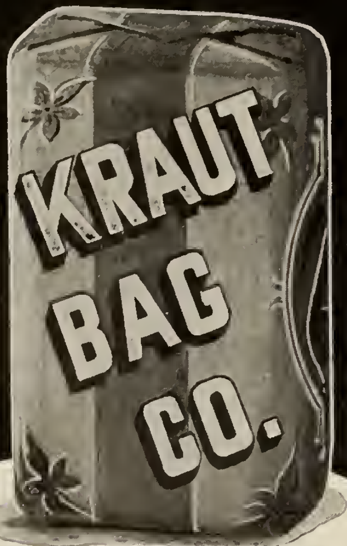
The general satisfaction given by

St. Nicholas
Home Guard
Queen City
Puck
Kicking

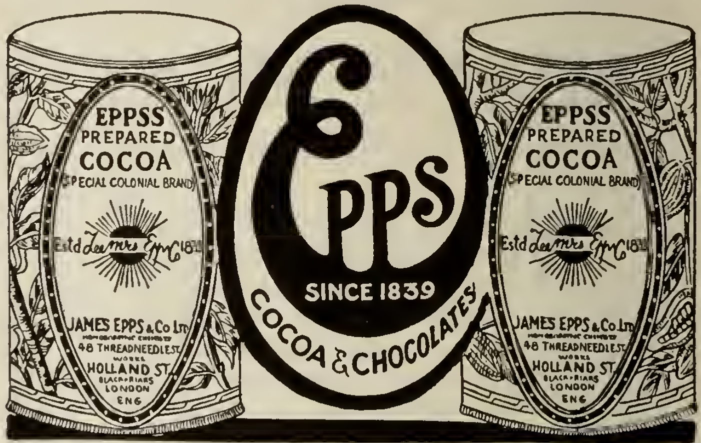
makes the Lemon Business the ideal feature of the Retailer's Fruit Department.

J. J. McCABE
Agent
Toronto, Ont.

TO THE COFFEE & TEA TRADE



Use Fancy Paper Bags
Adolph Kraut Co.
57 Warren St. New York.



EPPS COCOA

"THE BEST EVER SINCE 1839"

EPPS COCOA IS MADE FROM THE FINEST SELECTED COCOA BEANS AND BY OUR SPECIAL PROCESS THE HIGHLY NUTRITIOUS BUTTER OR OIL CONTAINED IN THE NATURAL COCOA IS MADE SOLUBLE AND EASY FOR DIGESTION.

JAMES EPPS & CO., LTD. (LONDON, ENGLAND).
Canadian Address, 25 E. Front Street, Toronto.
Gentlemen:—Please send particulars of your SPECIAL OFFER and oblige.

Name ....

Address ....

Ripe, Sweet Florida Oranges

Genuine Parson Brown Variety.
Florida's Sweetest and Earliest Orange.
Must be eaten to be appreciated.

Special offering:

Full car Late Red Cranberries.
Prices will be higher.

Almeria Grapes. **New Dates.**

Fancy Apples.

Florida and Jamaica Grape Fruit.

White & Co., Limited

Wholesale Fruit and Fish

TORONTO and HAMILTON

OYSTERS

Do You Sell Them?

Are Your Sales Increasing?

Ours are—and yours should be — and they will if you handle our oysters.

Get in line with us now for a record season's business. Our Oysters are fresh daily and are large, fat meat and solid measure always.

We can supply with all oyster trade requirements such as Refrigerator Display Cases—Display Banners, etc.

Get into communication with us, THE HOUSE OF QUALITY.

HUGH WALKER & SON

Established 1861

Guelph and North Bay

Elgin Brand

Pure Pork Sausages

are favorites

When you taste Elgin Sausages, back to the farm goes the memory of the days when "dad killed the pigs" and made sausages. Elgin Brand Pure Pork Sausages are favorites because of their real old-fashioned flavor. Your trade will appreciate the fine quality and seasoning of Elgin Brand Sausages.

Send for our convenient Post Card Order Book.

We solicit your Cold Storage Consignments.

The St. Thomas Packing Co.
LIMITED
ST. THOMAS, ONT.

Pork Packers and Provision Merchants. Dealers in Butter, Eggs and Cheese.
Wholesale Branches at Windsor and London, Ont.

WRITE US FOR QUOTATIONS

Whether you are buying or selling

If you are buying new stock of coffee essence try DISTIL, now being introduced in Canada. Though not a new product (having been made in Britain for over a quarter of a century, and has been awarded 22 prize medals for quality) it will, nevertheless, be a new delight for your patrons, and will also be a new delight to you in profits. Distil is the perfect coffee essence.

Price, $5.80 per case of 4 doz. 5 oz. bottles.

Order direct from
The Harry Horne Co.,
Toronto,
or
Leadley, Limited,
Winnipeg.

Agents wanted for Vancouver, Montreal and St. John. Correspond with The Harry Horne Co.

THE DISTIL MFG. CO.,
LIMITED
London, Eng.

—for the breakfast

Cairns' pure orange marmalade makes for a perfect breakfast. Your customers will eat lots, and buy lots of Cairns'. The profit is good. Stock well and display.

We have supplied the tables of their late Majesties Queen Victoria and King Edward, and are now catering to King George V. by special command.

Alexander Cairns & Sons
Paisley, Scotland

Canadian Agents:
SNOWDON & EBBITT, Montreal, Quebec
Agents for British Columbia
NELSON, SHAKESPEARE, WATKINS, LTD.,
Vancouver, B.C.

For every purpose around the house

No fabric is so frail, nothing too coarse to be well and safely cleansed with the pure, abundant lather from **Wonderful Soap.**

No other Soap in the market gives safer, surer or more speedy results in any and every kind of household washing and cleaning.

Wonderful Soap is the housewife's favorite. It cleans quickly and thoroughly without the necessity of bleaching.

It is put up in attractive labelled wrappers and well packed. It looks well, sells well, and produces good profits.

Try our Crystal Soap Chips.

The Guelph Soap Co.
Guelph, Ontario

You may be getting a fair amount of satisfaction out of your tobacco department, but are you getting all?

There is just one way you can be sure of getting all the trade and profits that should be coming your way, and that is by stocking the three favorite tobaccos.

"Master Mason"
SMOKING

"King George's Navy"
CHEWING PLUG

"Rose Quesnel"
SMOKING

The Rock City Tobacco Co.
Limited
QUEBEC WINNIPEG

BISCUITS

from the Old Country

Some of the most popular Biscuits in Britain are made by

McVitie & Price, Limited

Biscuit Manufacturers
EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS:

Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG
Alberta
CAMPBELL, WILSON & HORNE, Limited,
CALGARY, EDMONTON AND LETHBRIDGE
British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St., VANCOUVER

CLEAVE'S Devonshire Cream CHOCOLATE

Unrivalled!

The Cleave line of chocolates are necessary to your confectionery department if you wish to swell both sales and profits

ATTRACTIVE 5 cent LINES

Devonshire Cream Chocolate (Plain)
" " " Hazel-nut
" " " Macaroon
Superb Lunch Chocolate (Plain)
Chocolate Ice Wafer Biscuits
and other popular sellers made by

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

Write for Prices to Wholesale Agents
FRANK DAVY & CO., 6 St. Sacrament St., Montreal

ROWAT'S Pickles

are just fresh, juicy pickles, carefully packed in pure vinegar. Every bite is a delight. Most of your customers know this; the others will just as soon as you stock and display these profit-makers.

Rowat & Co,
Glasgow, Scotland

CANADIAN DISTRIBUTORS

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

COOK'S FRIEND

BAKING POWDER

on the market for over 50 years. Only best quality ingredients used—contains no alum.

If you want your customers to come back and send their friends, give Cook's Friend all the prominence you can.

Ask Your Wholesaler

W. D. McLaren, Limited, Montreal

Every Pound Of Anchor Brand Flour

has character in every ounce

because extreme care, watchfulness, ability, integrity, the most modern equipment and only the choicest Western Spring Wheats form the complement that obtains the highest possible quality every day in the year.

The most searching analysis and tests make uniformity certain.

As rapidly as people learn all the facts about **Anchor Brand Flour,** they are satisfied only with this Brand.

Anchor Brand Flour is better because the trouble and expense are taken to make it better.

Standard Prices—Worth More.

Free samples for Missourians will be sent to Dealers and Bakers for distribution.

Leitch Brothers' Flour Mills, Ltd.

Oak Lake,, Manitoba

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

Three Lines You Should Know and Introduce to Your Customers

Tone up your stocks of Condensed Milk by adding these three lines—New Ones and Good. They will bring you new customers and quick returns.

St. George Evaporated Milk, 4 doz. in case	$3.60
Princess Condensed Milk, 4 doz. in case	$4.50
Banner Condensed Milk, 4 doz. in case	$5.25

Order them from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East or Halifax. We will prepay freight up to 50c. per 100 lbs.

J. MALCOLM & SON
St. George, Ontario

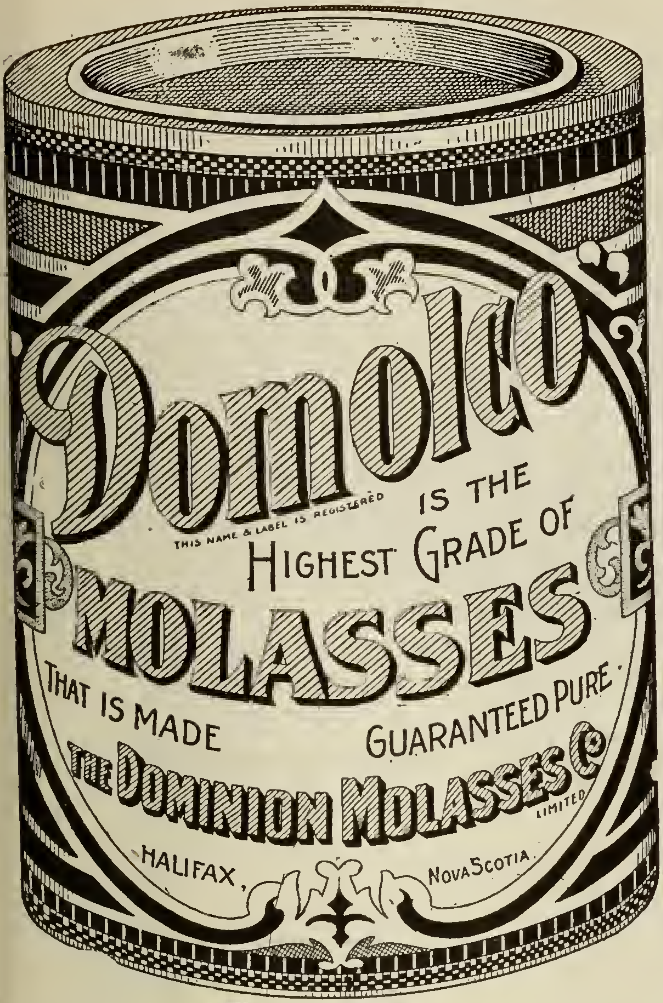
PORK AND BEANS

This is the opportune time for the sale of this line, and we would advise you to get our prices before placing your order. **We can increase your profits, and the quality of our Pork and Beans** are equal to **any brand packed.**

If your wholesalers cannot supply you, write us direct and your enquiries will have our attention.

Put up in 1, 2 and 3 lb. cans, plain and Tomato Sauce.

Oshawa Canning Company



Note
registered
label

OFFERED TO YOUR PATRONS

as the most superior Molasses for table use to any other on the Canadian market.

We know this to be a strong statement, but the proof will be found in every tin.

Almost every family on your list of customers uses Molasses to some extent and the majority of them will come to your store regularly for their supply when once you get them started using

DOMOLCO

Put up in sanitary lever top tins in cases as appended:

No. 2's—2 dozen to the case.
No. 3's—2 dozen to the case.
No. 5's—1 dozen to the case.
No. 10's—½ dozen to the case.
No. 20's—¼ dozen to the case.

THE

Dominion Molasses Co., Ltd.

HALIFAX, N.S.

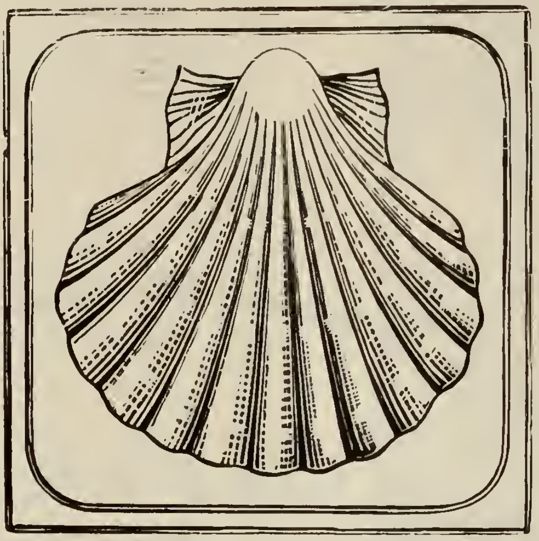
"SHELL" BRAND

CASTILE SOAP ("LaCoquille")

The Standard of Purity

has the largest sale of any Castile Soap in the Dominion.

For sale by all wholesale houses.



A Pure Oil Soap

This soap is especially manufactured by

Messrs. Couret, Freres
Marseilles, France
For
Messrs. Estrine & Co.

P. L. MASON & CO., Toronto, General Agents

Those Who Know
Cane's Washboards
Always Specify Them

Because They are Right in Price and Give the Best Service

Cane's Washboards stand in a class by themselves for neat construction, quality and durability, and pay an attractive profit.

Among the 13 different styles and grades you will have one to meet every demand.

If you haven't our catalog on "Cane's" Wash-day woodenware, we will be pleased to send you one.

WM. CANE & SONS CO.
LIMITED
NEWMARKET, ONT.

A SLIGHT DIFFERENCE

in price on a cheap article like

SAL SODA

should not count when quality is considered

BRUNNER, MOND & CO.'S
ENGLISH SAL SODA

Is the PUREST, contains LEAST MOISTURE and therefore GOES FURTHEST of any Washing Soda Sold.

WINN & HOLLAND, LIMITED
SOLE AGENTS
MONTREAL

Enforced Records Increase Profits

WHEN a printed receipt issued by a National Cash Register is furnished your customers on each transaction, you know positively that your money is properly safeguarded.

The printed receipt going to the customer leaves a duplicate record in your cash register, and enables you to trace the transaction, know who handled it, how much it was, and whether cash, charge, received on account, or paid out.

There is a style and size of National adapted to the needs of your store. Write for information.

The National Cash Register Company

285 Yonge St. - TORONTO

Canadian Factory, Toronto

By Special Royal Permission

Medical Science and Sardines

Medical science tells us that the sardine supplies an excellent proportion of nitrogenous material — a body builder and brain food.

This, together with the fact that

"King Oscar" Brand Sardines

are packed in pure Olive oil makes them a most desirable food.

Recommend "King Oscar" Brand Sardines, they will make for more business and better profits.

Canadian Agents

J. W. Bickle & Greening

(J. A. Henderson)

HAMILTON ONTARIO

MASON'S 'O.K.' SAUCE

THE ORIGINAL

As purveyed by appointment to the House of Lords. As supplied to the House of Commons, H.M. Navy & Army, Government Offices and the Leading Hotels and Caterers throughout the World.

CAUTION — No connection with any firm or company trading in a similar name.

THE MARK
OF QUALITY

An introductory size and a certain leader to the larger size. Price **10cts.**

Sole Manufacturers:

GEORGE MASON & CO. LIMITED,
LONDON, ENGLAND.

Represented by:—

The Lind Brokerage Co., 49 Wellington St. E., Toronto.
G. H. Gillespie, 437 Richmond Street, London, Ont.
J. T. McBride, 62 Canadian Life Chambers, Montreal.
Nelson Shakespeare Watkins, Limited, 860-864 Cambie Street, Vancouver.
David Brown, 328 Smith St., Winnipeg, Man.
W. C. Mullins & Co., 25 King St., St. John, N.B.
Fenwick Hendry & Co., Wholesale Distributors, Kingston and District.

Litster Goods

are made good enough to guarantee. They recommend themselves and sell themselves wherever introduced. Is the best any too good for your trade?

Litster Pure Food Co.,
Limited
TORONTO

D. & J. McCALLUM

PERFECTION SCOTCH

Every dealer knows that these two words represent the finest grade Scotch Whisky made. They represent good round profits and perfect satisfaction to the consumer. McCallum's "Perfection Scotch" wins friends everywhere.

Wm. E. McIntyre, Limited
General Agent
23 Water Street, St. John, N.B.

Pacific Coast Halibut and Salmon

FRESH AND FROZEN

Order your Pacific Coast Frozen Halibut and Salmon for next Winter's requirements from

The Canadian Fishing Company, Limited

VANCOUVER, BRITISH COLUMBIA

Write for prices and information.

We produce and ship all kinds of Pacific Coast Fish—Fresh—Frozen—Salt—and Smoked.

Quality and Service Unsurpassed

We have them

Giant

Prince

Globe

Beaver

Fruit Jar Rings

Quality Guaranteed

Walter Woods & Co.

HAMILTON and WINNIPEG

Brunswick Brand Sea Foods

WILL WIN FOR YOU a larger and more profitable fish trade. The high quality of "BRUNSWICK BRAND" SEA FOODS has produced a large trade, which, combined with conscientious business methods, is constantly increasing. When the dealer sells Connors Bros.' Brands he is selling goods that have proven winners with the general public.

Located close to the fishing grounds, we get the pick of the fishermen's catches—the plant is modern and strictly sanitary, and is operated under the most ideal conditions. "BRUNSWICK BRAND" SEA FOODS come perfect to the consumer.

Our Chief Sellers:

¼ Oil Sardines
¾ Mustard Sardines
Finnan Haddies
(oval and round tins)
Kippered Herring
Herring in Tomato Sauce
Clams
Scallops

CONNOR BROS., LIMITED

Black's Harbor, N.B.

AGENTS:—Grant, Oxley & Co., Halifax, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. de Carteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Vancouver and Victoria, B.C.

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
HERRINGS IN TOMATO SAUCE
Breakfast Delicacy
CONNORS BROS. LTD
Diploma awarded at St John Exhibition 1885
THEY SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

Sterling Brand Extracts

Stock up for the holiday trade

Right now is the time to push the sale of "Sterling Brand" extracts.

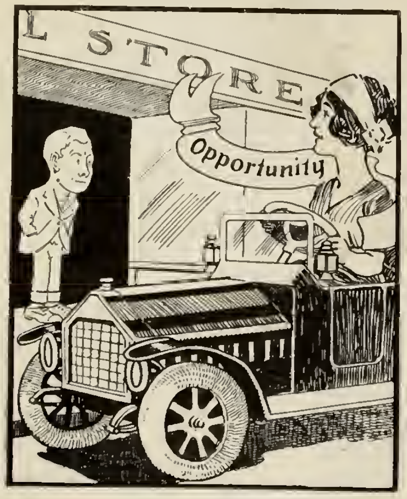
Holiday baking takes lots of extracts. Increase your holiday sales by suggesting "Sterling Brand" Extracts to your customers. The quality and strength of "Sterling Brand" extracts will bring the customer back for more.

Get after "the profits that want to come back," **now.**

The T. A. Lytle Co., Limited

"Canada's Largest Pickle Industry"

STERLING RD., TORONTO



Ford Builds 300,000 Gasolene Cars a Year

A MILLION CARS OF ALL MAKES NOW IN USE

They Buy a Hundred Million Gallons of Gasolene a Year

DON'T YOU WANT SOME OF THIS BUSINESS ?

You have the first chance at it—are you going to wait till opportunity kicks your door open, or will you get the gasolene trade through the Bowser door?

Motorists look for the *Red* Bowser pump. The merchant with a Bowser gets their trade. *A Bowser* gives you all the profit there is in gasolene. The "old way" wastes the profit. Write us and we'll show you how to make money.

S. F. BOWSER & COMPANY, Inc.

66-68 Frazer Avenue - Toronto, Ont., Canada

Made by Canadian Workmen and Sold by Canadian Salesmen. **Sales Offices in all Centres and Representatives Everywhere.**

Original patentees and manufacturers of standard, self-measuring hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc.

Established 1885.

For the regular baking and the holiday baking you should sell

HUGMAN'S

Pure Spices and

Red Rose

Baking Powder, Extracts, Jelly Powders—they are top-notchers.

Orr & McLain, Winnipeg
are our Western Agents

A. W. Hugman,
Limited
MONTREAL

Reaching the West

—the Region 'Round Regina

You need help if you are shipping from the East. The distances are so great you are at a disadvantage. To overcome this try shipping in carload lots direct to Regina. This saves freight on the long haul. We will receive such cars, sort consignments, and re-ship to your various customers. Railways radiate from Regina. Our charges are reasonable The plan will save you much money.

By placing a stock of goods with us you may make our warehouse your Western Branch. We are equipped to carry large quantities in storage, and to attend to reshipping on orders from you or your customers.

Even if your goods do not bulk large, avoid the extravagance of high charges on many parcels, by combining the Western orders in one consignment to us for distribution.

We can tell you more when we get your address. Write to-day, so that you may know all about the service in time to use it.

REGINA STORAGE AND FORWARDING COMPANY, LIMITED, REGINA

HIRONDELLE

(Swallow Brand)

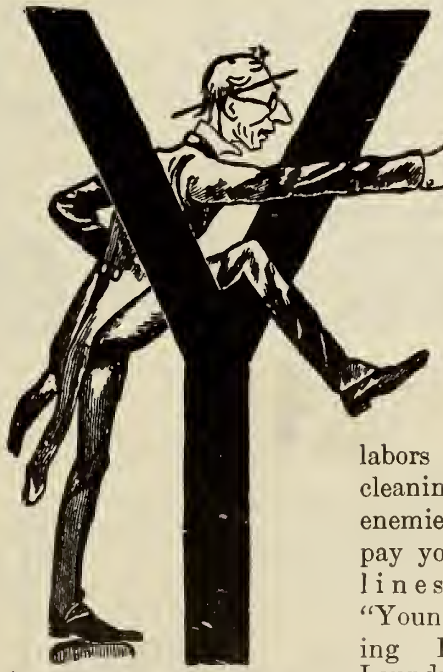
The brand of Canadian Macaroni, Vermicelli, Spaghetti, etc., that is unsurpassed by any imported.

All dealers should satisfy themselves on this point by asking their wholesalers.

The price for both dealer and customer is right, while the profits are excellent.

C. H. Catelli Company, Limited
MONTREAL, CANADA

Mr. C. C. Mann, 517 Board of Trade Bldg
Toronto, Can., Agent for Province of Ontario



OUNG-TOM SOAPS

pay good profits and make for larger sales. They lighten the labors of washing and cleaning and are the enemies of dirt. It will pay you to stock these lines of cleansers: "Young-Tom" Washing Powder, Purity Laundry Soap, Uncle Tom Tar Soap, Glycerine Pumice and Olive Oil Soaps.

Young-Thomas Soap Co., Limited
Regina, Sask.

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AGENT WANTED IN EVERY TOWN IN Canada. Make money spare time and evenings. Write now. Lock Box 120, Davenport, Iowa.

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FOR SALE — FIRST-CLASS GROCERY, good location, good business, five-year lease. Particulars furnished on application. Address Box 384, Napanee.

GROCERY BUSINESS — NELSON, B.C. — turnover $30,000. Stock and fixtures $3,800. Pays owner $3,000 yearly. Good conditions. Unexcelled climate. Opportunity for rustler. Cash only. Write Box 26, Nelson, B.C.

MEAT AND GROCERY BUSINESS FOR sale—established 14 years. Situated in Sydney, Cape Breton, on corner Victoria and Laurier streets, in rapidly growing location. Modern equipment. 2 delivery outfits, two computing scales, safe, two cash registers, sausage motor and mixer, McCaskey register. Cause for selling, ill-health. Communicate to J. H. Quick.

FOR SALE—ONE TAYLOR'S SAFE, FIVE months in use; size of outside measurements 34 x 28 x 45. Thirty-six feet of quarter-cut oak grocery fixtures, also thirty-six feet of counters, made by the Arnet Furniture Co., Souris; in good order. One showcase; thirty-two feet of quarter-cut oak grocery fixtures; one sixteen foot counter, practically new; one Gipe carrier system, four stations, complete; will sell cheap. Two electric coffee mills, guaranteed to be in good running order. One set of Toledo scale, with or without electric attachment; 2 set of Dayton scale. Will sell any of the above on very easy terms, with no interest. Apply Box 223, Moose Jaw.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor, either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

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GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

COUNTER CHECK BOOKS — WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

A Business Man in Action

The business of the world is conducted by individual men. The motive power that accumulates fortunes, stimulates enterprise and keeps the industrial machine well oiled for the grinding out of food supplies to the peoples of the earth, is assuredly in common parlance—brains. But brains differ in timbre. That is why a celebrated thinker said that the

Best Study of Mankind Was Man

In the current issue of MacLean's Magazine, the story of the Bordens—big men of both political parties in Canada, gives us studies of popular, successful and very human fellowmen. These character and family sketches are contributing mightily towards the interests of the readers. In the December number look out for the racy account of the Fighting Denisons of Toronto, a family who would not settle in the Queen City when it was proposed that

Toronto Be Called Dublin

The Germans who have aided the Kaiser in making modern Germany what a magnificent machine it is, are well described by Frederic W. Wile, Berlin correspondent of the London Daily Mail. MacLean's has the copyright. Baliin, just out, is timely. He is even now trying to make the German Empire a partner in the Hamburg-American Steamship Line. Bebel, the Red Napoleon, will be described in December.

In Fiction, the best stories are appearing. A short story by Cody relates how a

Lawyer is Beaten by a Boy

In our new serial, Spanish Gold, by George A. Birmingham, there appears a humorous story that will set everyone agog.

If this is not enough, take a look in December at:—

—The New Scrooge.
—Millions From Waste.
—Moving a University.
—A 1,000 Miles of Wealth.
—The Banking Situation.
—The Popular Book.
—Power That Serves.

And the unexcelled Review of Reviews Department in Canada's premier magazine.

SECURE A COPY OF THIS MAGAZINE FROM YOUR STATIONER TO-DAY. 20 CENTS A COPY.
—TWO DOLLARS A YEAR.

The MacLean Publishing Company
Limited
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Toronto, Canada

Buyers' Guide

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples.

Ingersoll, - - - - Ontario

Established 1886.

FRUIT PULPS

of all kinds

Bitter Oranges for Marmalade. Peels in Brine

F. KESSELL & CO.

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Did you ever count up your NEEDLESS losses?

Every business has to meet certain losses that no ordinary forethought could avoid. But how much did YOU lose during the past year THROUGH BAD ACCOUNTS? You probably lost a good deal of money AND SEVERAL customers. What are you going to do about it?

ALLISON'S COUPON BOOKS

will insure you against MOST of the loss if you use them properly, and save you the customers that are worth saving besides.
Allison Coupon Books will cost you perhaps 1 per cent. of what they save you.

How They Work

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front, which becomes, then, his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For Sale Everywhere by Jobbers.

Manufactured by

ALLISON COUPON CO.,

Indianapolis, Indiana U.S.A.

COMTE'S COFFEES

The profits please the dealer. The quality pleases the customers.

We want more agents. Write.

Augustin Comte & Co., Limited

P.O. Box 2963, MONTREAL

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

GRATTAN & CO., LIMITED
ESTD. 1825

The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada

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842 Cambie Street VANCOUVER, B.C.

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

COCO-BUTTER

A new product which has already made good. 100% pure vegetable fat. No odor. Lasts indefinitely.
1 lb. goes as far as 1 1-3 lbs. Lard, etc., and Is Cheaper.
Write

Colonial Coco-Butters, Limited, Montreal

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10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

EGG FILLERS

12-DOZ. EGG CASES

The Trent Mfg. Co., Limited

Trenton, Ontario, Canada

UP-TO-NOW GROCERS

Sell UP-TO-THE-MINUTE Delicacies.

MAPLEINE

is one of the good ones.
How's your stock?
Order of Your Jobber or Frederick E. Robson & Co., 25 Front St. E., Toronto, Ontario.
Mason & Hickey, 287 Stanley St., Winnipeg, Man.

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SEATTLE, - WASH.

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A friend to the grocer, because its popularity means increased sales. Goods that have ready sale, are profitable ones to handle.

HOLLAND RUSK COMPANY
HOLLAND, MICH.

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QUICK
CLEAN
HANDY

FINEST IN THE WORLD
FOR PARLOR STOVES, PIPES AND RANGES
APPLY EVENLY WITH A DAMP WOOLEN CLOTH.
XXXX
BLACK JACK
PASTE
STOVE POLISH
THE NICKEL PLATE STOVE POLISH COMPANY, LTD.
WINDSOR, ONTARIO.

TRY IT

SOLD BY ALL JOBBERS

¾-lb. tins—
3 doz. in case

The Polish Discovery—the wonderful

Bon Ton

CREAM METAL POLISH

—Remains in solution—**no sediment.**
—Polishes in **half** the time.
—Contains **no** acids or injurious chemicals.
—Greater profits to merchants.

¼ pt. (3 doz. to case), 10c size, doz (counter display boxes).	85c
½ pt. (3 doz. to case), doz.	1.50
Pts. (2 doz. to case), doz	2.50

(Central Canada Prices.)

Polish Sales Multiply with Bon Ton.

Used by Grand Trunk Railway Co., Toronto Railway Co., Northern Navigation Co., the Bank of Montreal, and hundreds of large users across Canada.

A Tale *of* Two Shipments

Mr. Brown, a live Western Canada grocer, had long since become disgusted with the way his shipments were received, and was at a loss to know what the solution would be, when one morning it came in the form of

Thompson & Norris Corrugated Boxes

On this morning, two shipments arrived, one in wooden boxes, split as usual and some of the contents leaking out, the other, bottled goods, in T. & N. Corrugated boxes sound as a dollar—no loss—no ill temper, and less freight charges. "That settles it," says Brown, "proper shipment or no order for the next traveler who calls."

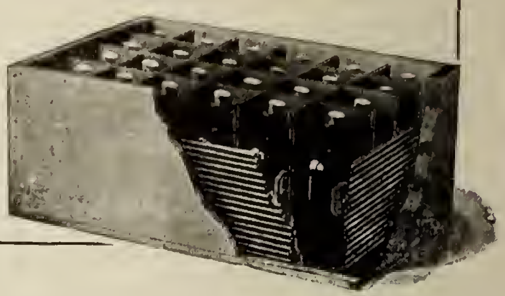
Which is happening to your shipments?

Write for our catalogue and let us prove our proposition to your satisfaction.

The Thompson & Norris Co. *of* Canada

Niagara Falls, Canada

Brooklyn, N.Y.; Boston, Mass.;
Brookville, Ind.; London, Eng.;
Julich, Germany.



T&N

Don't Shoot at Random!

If you are desirous of adding the class trade to your store you cannot *guess* your stock to suit their demands. To fill the bill you must stock *Carr's Biscuits.* They are *known* for quality, and carry the best trade with them.

Packed for export in air tight tins. Send an order to the nearest agent.

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Wm. H. Dunn
Montreal and
Toronto

Hamblin & Brereton, Ltd.
Winnipeg and
Vancouver
B.C.

T. A. MacNab & Co.,
St. John's,
Newfoundland.

CARR & CO. CARLISLE ENGLAND

ZIP HAND CLEANER

Cleaned Hands before the other preparations were known. Manufactured long ago from a formula resulting from years of study, ZIP to-day holds premier place amongst hand soaps.

ZIP ZIP ZIP

Get that little word. "Zip" up your sales to high gear. Zip does just what the others do, but a great deal better.

Ask us about our premium plan.
It increases sales all along.

The Zip Mfg. Company, - Sutton, P. Q.

AGENTS:—R. E. Boyd & Co., Montreal; The Harry Horne Co., Toronto; Leadley & Company, Winnipeg; A. Francois Turcot, Quebec, Que.; C. O. Geneat & Fils, Sherbrooke, Que.

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16 Full-Page Illustrations

272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW JUST PUBLISHED

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

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IN STOCK AND TO ARRIVE

Dried Fruits, Crop 1913

Thousands of assorted packages as following:—

CLEANED CURRANTS

36 1-lb. packages to case. Loose 25 and 50-lb. boxes.

VALENCIA RAISINS

4 crs layers 28 lbs. F.O.S. 28-lb. boxes.
Finest selected, 7, 14, 28-lb. boxes.

CLEANED SULTANA RAISINS

36 1-lb. packages to case. Loose 25 and 28-lb. boxes.

MALAGA TABLE RAISINS.

"Empress" Clusters, "Princess," "Duchess," "Countess."
In 1-lb. bundle. In 5½ and 22-lb. boxes.

CALIFORNIA MUSCATEL RAISINS.

2, 3, 4 crowns in 50-lb. boxes.

CALIFORNIA AND OREGON PRUNES.

From 30|40 to 90|100 in 25-lb. boxes.

GOLDEN HALLOWEE DATES.

30 1-lb. packages to case. Loose 60-lb. boxes.

FIGS "CAMEL" BRAND

Layer 4, 6, 7 crowns in 10-lb. boxes.
Umbrella, 8 crowns in 10-lb. boxes.
Glove Box in 16-oz. boxes.
Natural in 60-lb. bags.

EVAPORATED FRUITS

Apples, 1912 and 1913 crop, in 25 and 50-lb. boxes.
Pears, "Castle" Brand, 1912 crop in 25-lb. boxes.
Peaches and **Apricots**, 1913 crop.
"Commander" brand. in 25-lb. boxes.

PEELS.	SHELLED NUTS
Lemon, Orange, Citron, in 7-lb. boxes.	Walnuts in 55-lb. boxes.
"Dinbola" Brand Cut, 240 ½-lb. pkg. to case.	Almonds in 28-lb. boxes.

Nuts, Terragone, Brazil, Filberts, **Grenoble** Marbat and Maillette, Pecans, large.
Peanuts, "Coon," "G," "Bon-Ton," green and roasted.

Write, Phone, Wire at once.

Laporte, Martin, Limitee

568 St. Paul St., - Montreal

Telephone Main 3766

"All hands together and everybody lift."

Is a good motto at an old-fashioned barn-raising or for the staff of the most up-to-date retail grocery store.

It is suggested by the postscript from Mr. Theo. Legault's letter in last week's Grocery.

> **"We had great pleasure in studying last week's Canadian Grocer (Fall Number), all hands, clerks, etc., reading it up with much interest."**

You can read much between the lines here; a fine store spirit—all hands, clerks, etc., reading it up with much interest. It wasn't the latest baseball news they were after, but the latest news on what the best grocers in Canada were doing. They didn't pick it up with the languid interest of a casual or monthly reader, but like men who knew what they wanted, where they could find it, and set about "reading it up."

When you send in your advertising copy next time bear in mind the clerks in Mr. Legault's store, and many more of the kind who will be "reading up" what you have to tell them.

This is the kind of reader that gives a paper class. They are not made in a day, a month, or a year. They are the friends won by years of faithful and timely service. They are the kind of readers who make a paper valuable to its advertisers. They are the kind of readers you want for customers. You can reach them more directly, more effectively, and more cheaply through Canadian Grocer than by any other means.

THE NAME "FAIRBANK" MEANS SOAP SURETY

FAIRY SOAP

Make a prominent display of FAIRY SOAP at all times, because it's being extensively advertised at all times—connect YOUR STORE with OUR ADVERTISING.

The white, floating, oval cake of FAIRY SOAP at 5 cents is BETTER SOAP than any you can sell up to five times its price. It will please your customers better; it will SELL better. Women everywhere know the soap; grocers everywhere know its sale.

"HAVE YOU A LITTLE 'FAIRY' IN YOUR HOME?"

The N. K. Fairbank Company,
LIMITED, - - MONTREAL

Sanitary Cans

"The Can of Quality"

Tomatoes, Peaches, Pears, Plums, Apples.

Enamel Lined Cans for Strawberries, Raspberries, Beets.

Sanitary Can Co., Ltd.,
NIAGARA FALLS, ONT.

Five Roses Flour

Not Bleached — LAKE OF THE WOODS MILLING COMPANY LIMITED KEEWATIN TRADE MARK REGISTERED — **Not Blended**

The Five Roses Cook Book Brought This One—

IN WRITING us for a copy of the FIVE ROSES Cook Book, Mr. O. Blaney, of Riceville, Co. Prescott, Ont., has this to say:

> *"I have been selling FIVE ROSES, also Household, Harvest Queen, Rosebud, etc., etc.—FIVE ROSES was the most called for."*

Unsolicited, straight from the shoulder, in plain King's English, Mr. Blaney points out the certain road to steady sales, steady profits, satisfaction to buyer and seller.

He tells YOU what we already know—that FIVE ROSES is the best sold flour in Canada to-day.

The flour "most called for," as he puts it, almost automatically brings the best profits. Sales are easy, consistent, dependable.

Every day dealers everywhere report that FIVE ROSES is the "most called for."

Ask your jobber or write nearest office.

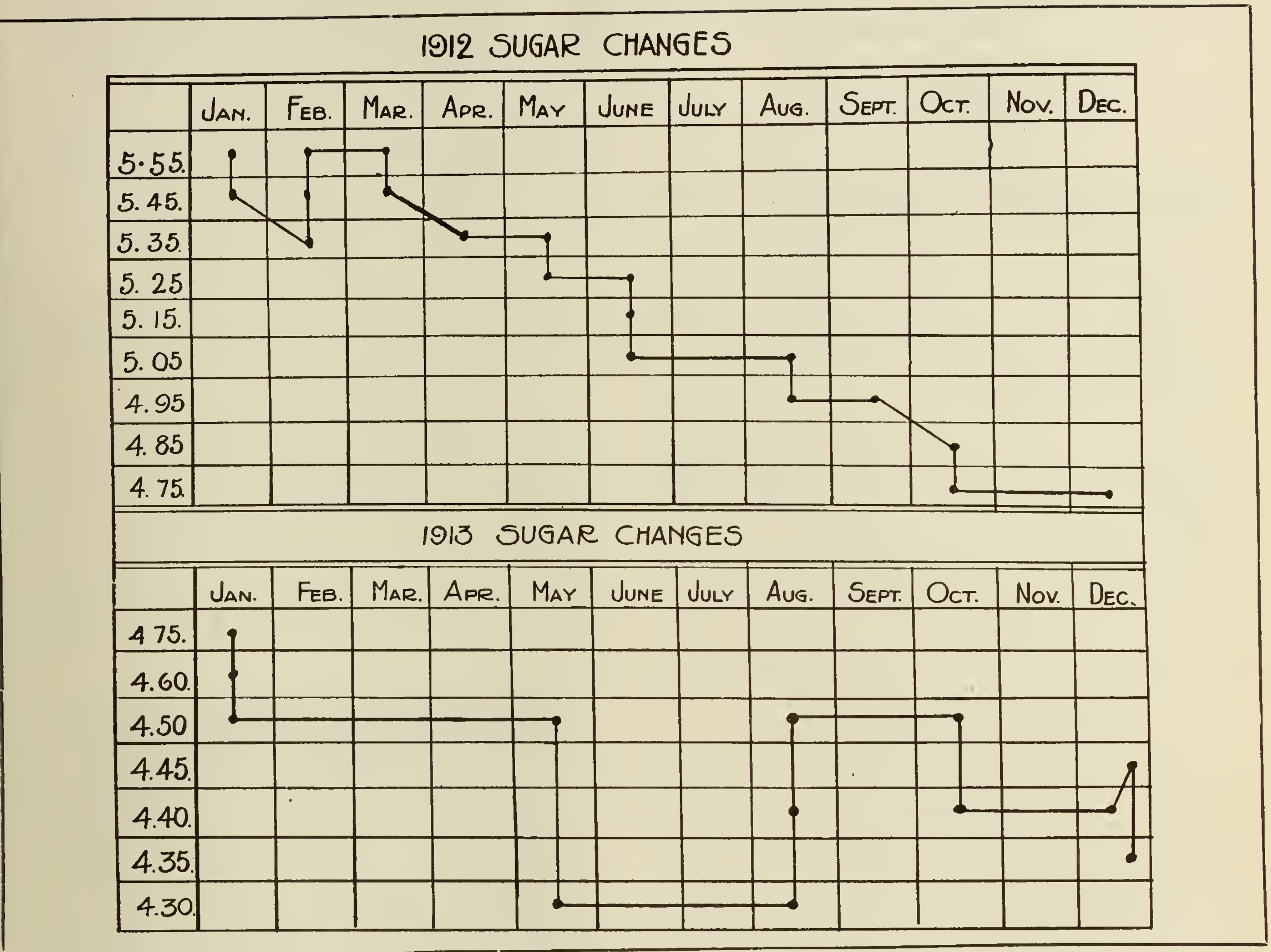
Ask for your copy of The Five Roses Cook Book

PACKED to suit all requirements in bags of 7, 14, 24, 49 and 98 pounds; also barrels of 98 and 196 pounds.

LAKE OF THE WOODS MILLING CO., LIMITED

Montreal Toronto Ottawa London St. John
Keewatin Winnipeg Vancouver

"The House of Character" *Capacity 11,500 bbls.*



Canadian Grocer's sugar chart, showing changes in prices on Montreal market during past two years. This chart should be clipped out and kept on file by readers.

The "Downs and Ups" in Sugar

THE above chart shows the ups and downs of sugar on the Montreal market during the past two years. Some comparisons are interesting.

On January 1, 1912, standard refined sugar in Montreal was $5.55 a cwt. On Jan. 1, 1913, the price was $4.75 or 80 cents less. On Dec. 31, 1912, sugar had dropped to $4.75 at which price it opened in Jan., 1913. The 1913 market has been similar to that of 1912 in that both have been, generally speaking, declining markets. Last year the total decline throughout the entire year was 80 cents on the hundred, while this past year it has been 40 cents, with sugar now at $4.35. This is also 40 cents below the price existing a year ago.

The changes during 1913 have been exceedingly few in contrast with other years. Sugar opened at $4.75 on January 1. Before the first month of the year had passed it declined 25 cents to $4.50. Then came a long period of stationary price. Not until May was there a change. In that month, as readers will remember, it dropped 20 cents to $4.30 on the inauguration of the new Canadian-West Indian treaty. Again for a long time—until August—the quotation remained unchanged at $4.50 when the first advance of the year was recorded. It went up 10 cents on two occasions that month, first to $4.40, then to $4.50 due to reported strength in raws and the strong preserving demand.

In October occurred another decline of 10 cents and the price $4.40 held good until early in December when, on account of an extra cartage consideration in Montreal (but not elsewhere), a 5-cent advance was made, to $4.45. Since that however, the market declined 10 cents, bringing it down to $4.35, the existing price to-day.

It is to be therefore expected that January 1, 1914, will be ushered in with sugar 40 cents per cwt. below corresponding date last year and $1.20 below Jan. 1, 1912. The trade will recollect then in Sept., 1911, sugar reached the highest point in 22 years—$5.85, which was $1.50 per cwt. more than it is to-day.

Sugar is therefore another item which is not advancing in cost. It is a good food, is used in many ways and it should be pushed strongly at a fair profit in 1914.

The CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto. Atabek, London, Eng

OFFICES:

CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building. Telephone Main 1255. O. S. Johnson.

Toronto—143-149 University Ave. Telephone Main 7324.

Winnipeg—34 Royal Bank Building. Phone Garry 2313.

Vancouver, B.C.—2649 Third Ave. West, H. Hodgson.

UNITED STATES—

New York—R. B. Huestis, 115 Broadway, New York, Telephone 8971 Rector.

Chicago—A. H. Byrne, 140 South Dearborn Street, Room 607, Phone Rand 2324.

Boston—C. L. Morton, Room 643, Old South Bldg. Phone Main 1024.

GREAT BRITAIN—

London—88 Fleet St., E.C. Telephone Central 12900. E. J. Dodd.

Subscription: Canada, $2.00; United States $2,.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, DECEMBER 26, 1913

THE OLD YEAR AND THE NEW.

The old year will presently belong to the past. We are standing at the gateway of another, which we trust, will be filled with bigger and brighter possibilities than any that have gone before. While it is undeniable that business in 1913 throughout the country has not gone ahead as rapidly as in others, yet when all is summed up and books are balanced, it is a safe prediction that the grocery trade will have no reason to complain.

Canadian grocer during the past week has secured from manufacturers and wholesalers the experiences so far as trade in the past twelve months is concerned and these will be dealt with in the first issue of the New Year. That they are generally favorable goes without saying. The grocery trade is probably the last in which any depression can be felt, particularly so far as staple goods are concerned.

Our Review Number next week will therefore be one in which every member of the trade will be interested. It will show actual conditions during the past year as reflected in the business of many manufacturers and wholesalers, and state what these firms expect during the year to come.

And now that the bells will presently be ringing out the old and in the new, the Canadian Grocer tenders the wish that all its readers will have a most happy, bright, and prosperous New Year.

⁂

WHAT TO DO IN JANUARY.

January is generally considered a somewhat slack month. But there is, nevertheless, plenty of work to be done. Whether Christmas comes or not, people must eat and so the grocer continues to exist.

One of the first things to consider with the New Year, is the stock of Christmas and winter goods yet on hand. Here a rapid inventory is necessary. If the supplies of plum puddings, dates, figs, nuts, etc., are still large, they should be pushed strongly and gotten rid of as soon as possible. While price cutting should not be countenanced, yet there are certain goods which must be moved out while they are still fresh and while they will give satisfaction, even if a slight sacrifice below existing prices has to be conceded.

January, too, is the month in which many attend to their stocktaking. The inventory is a most important item in every merchant's yearly business. The simple facts as to volume of sales should not suffice. Stocks may be heavier; expenses may have been more and depreciation of large dimensions, so that a carefully prepared inventory only is of actual benefit.

There is plenty to be done during the first month of the year. Now is not a time to rest on the oars. There must be a thorough foundation laid for better business in 1914.

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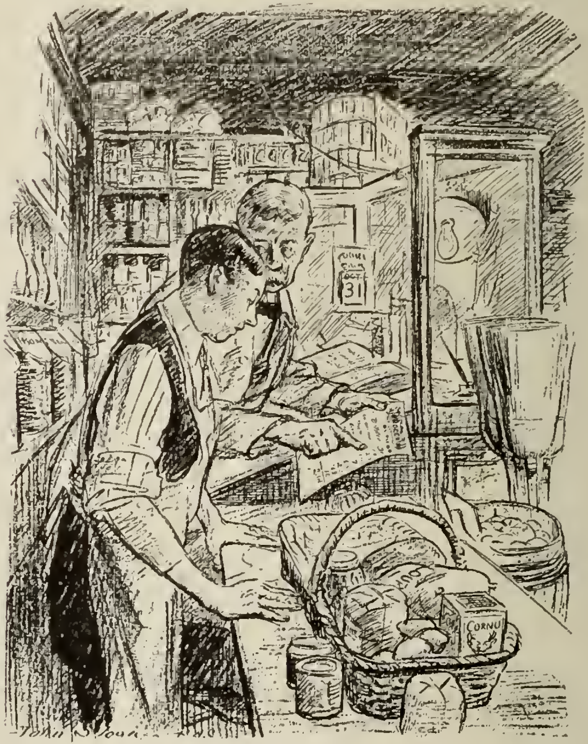
LIBELLING THE GROCER AGAIN.

There is a mighty crude joke depicted in the accompanying cartoon. This appeared in much larger size in a recent issue of Harper's Weekly and indicates what the trade has to contend with in so far as many short-sighted newspapers and other consumer mediums intended to attract the popular eye, are concerned. That a grocer should be caricatured as attempting to add the year in with the bill of goods is nothing short of a libel and Harper's Weekly must have a very low sense of humor to allow such a thing to go through.



Grocer to Assistant: "An' look here, always put the date so yuh can add it up wit' the rest o' the bill."

The same thing is happening—probably in a lesser degree of brazenness—almost every day among our large metropolitan dailies. Practically any one of these will print letters from "sore heads" who think the world owes them a living, providing these letters take a "knock" at the retail dealer. During the fruit season grocers were charged with selling peaches for 90c and $1.00, which originally cost 15 cents a basket. On another occasion a letter appeared in a large city daily to the effect that grocers were practically all giving short weight.

Such libellous assertions should not be allowed to pass unchallenged. What the trade requires is someone who could give his time to following up alleged charges against retail dealers and who would expose the blackmailers. The National Canners' Association of the United States put this work in the hands of their secretary and during recent years the theory that canned goods are the cause of sickness, has been pretty well exploded. Papers across the line are now not so keen on printing stories of deaths caused by ptomaine poisoning through canned goods. They know it is altogether likely they will have to retract them.

A DETERMINED ASSOCIATION.

The grocers of London, Ont., have taken an advanced step in asking the city council for a by-law compelling all grocery stores to close every night of the week, Saturdays included, at 7 o'clock. The council has acceded to their request, as stated in last week's issue, and the by-law takes effect on Friday, Jan. 2, 1914.

Behind the move was, of course, the Retail Grocers' Association. This body of men has become quite a force in London in view of their "sticking-together" qualities. When a short time ago, they decided to secure, if possible, a compulsory half-holiday the year round, they went ahead as far as they possibly could. Just as soon as they were informed that no by-law could prevent a man keeping open during the day, they switched to early closing at 7 o'clock and stuck to it like glue until they got it.

This is just another evidence of what concerted action, concentrated on a particular end in view, will obtain. London grocers felt that grocery life should be a pleasure, even if it should, perchance, mean a few dollars short in the week's work—which the majority of them at least do not look forward to. Some of them who signed the petition believe they are making sacrifices. But we shall see what we shall see.

Early closing every week night, including Saturdays, has been a vexed question in a good many Canadian cities. That the grocers of the Forest City should take the bull by the horns in such a determined manner is deserving of much commendation.

A MEANINGLESS TRANSACTION.

There is no trick in the Housewives' League of the Household Economic Association of Toronto paying 19 and 20 cents for turkey and auctioning it off at 22 cents. Daily newspapers are attempting to make much of this but there is really nothing in it. Anyone who has a mind to, can buy a turkey at 20 cents per lb. and sell it at 22 cents, providing his existence and that of his community do not have to depend on the transaction.

These women are sadly misguided if they feel in their hearts they are demonstrating that the retailer is charging too much for turkey. They are doing nothing of the kind. They do not have to depend on the two cents margin for their living. They have no rent to pay, no taxes, no wages. no insurance, little fuel or light if any, and no delivery service to keep up.

In no instance is this League selling below wholesale prices. They quote geese at 16 cents which can be bought wholesale at 12 to 14 and chickens at 17 which are 14 to 15. They had eggs on Tuesday at 40 cents, but whether these were new laids or storage was not stated and butter at 29, which might have been bought anywhere from 24 cents up.

While these women will not sell much produce, considering the city's demand, yet they are competing with legitimate retailers who pay their good money in heavy taxes to help keep up the city and country—and the civic authorities look placidly on.

EDITORIAL NOTES.

Happy New Year to all our Readers!

• • •

"The year is wearing to its wane
An' the day is fading fast awa'."

• • •

If in nothing else, in the matter of eggs at least, to the poor belong the "spoils."

• • •

Now that the Government has appointed a "High Cost of Living" Commission. we shall soon see all our ills dissolve.

• • •

In London, Ont., wherever two or three grocers are gathered together you can bet the conversation always deals with early closing.

• • •

Death is about the only thing one may be pardoned for putting off to the last minute. The list certainly does not include stock-taking.

• • •

When parcel post is with us, we may expect to see the mail man carrying a load that would do justice to a farmer's wagon on market day.

• • •

Women of Toronto were going to refuse to buy eggs at more than 35 cents. The same individuals are offering them for sale at 40.

• • •

A successful laundry in St. Louis advertises itself as the slowest laundry in the city. One case where slow service pays—the exception, possibly, which proves the rule.

• • •

The recollection of quality remains long after the price is forgotten. This saying has become a proverb. But it might well be added: The annoyance of a cheap purchase lasts long after the satisfaction over the lowness of the price has passed away.

• • •

Isn't it a wonder that some of those cutters and "free service" merchants, do not offer to shine a customer's shoes when he purchases shoe polish?

WOULD YOU LIKE YOUR TOE NAILS TRIMMED ALSO
CASEY

A Service Extraordinary That Was Refused

Woman Asked Grocer to Deliver To Her Basket of Apples Purchased at Another Store—Example of the Idea Some People Have of Consistency—A Business Experiment.

By Henry Johnson, Jr.[*]

HERE is the latest. I should like to know if you can beat it?

Comes a lady to the phone and orders 5 lbs. sugar, 1 head of lettuce and 1 basket of apples. She is not a steady customer; is very intermittent in fact; and she lives very much out of our regular delivery track. Yet, though slow, her credit is good, and she asks to have the goods sent charged. So far, so good.

In a few minutes she rings up and cancels the item of apples. Still very good—the remainder of the order will go out.

But now, finally, I am called to the phone because the girl clerk hardly feels competent to pass on the peculiar demand—or request? And this is the substance of the conversation:

Lady: Mr. Johnson, I wonder if you would be kind enough to have your wagon stop at Ames' on your way and fetch with my order a basket of apples they have there.

Johnson: But why should we get you those apples, Mrs. Janes? We have apples here. You ordered them and cancelled the order.

Lady: But your apples are 40c the basket and his are 35c., and he does not deliver less than 50c worth out here; so, as a matter of accommodation to me—you need not do it unless you want to, of course—I wish you would get them for me—he will charge them direct to me.

Johnson: Why, Mrs. Janes, leaving out all questions of our apples being worth 40c., as I know they are, and more worth 40c. than Ames' are worth 35c., I can hardly see the logic of our doing that kind of work for another merchant—especially as he does not care to do it himself for the price charged; and we are hardly in the business of supplying deliveries for other stores.

Lady: Well, of course you need not do it if you do not want to—and up goes the hook.

I take down the hook and call her number again.

Johnson: Did I understand, Mrs. Janes, that you wanted us to cancel the remainder of that order—you hung up so unceremoniously that I did not get that part of it.

Lady: Most decidedly, if you do not wish to be the least bit accommodating, I do not care to trade with you.

Johson: Say honestly and frankly, why do you not get your grocer to do those things for you? Where do you buy your groceries anyway— you certainly do not come here. Your entire account here last month—yes for two or three months, it was—was $1.81.

Lady: And do you know why? Because I cannot get courtesy at your store.

Johnson: My dear madam, if that is what you call courtesy, you decidedly cannot get it here and we much prefer that you continue not to come here. We shall cancel the entire order and let some other fellow have the pleasure of serving you. We are much too busy to fuss with such trade here—and now I hung up the phone.

Now what do you know about that?

• • •

A man in a western town sent me a pamphlet a few months ago wherein he outlined at some length an experiment he was about to make in retailing groceries. This pamphlet seems to emanate from an established store, but it is not clear whether the store is newly established on this plan, or an old store about to change its methods. I suspect it is new; and I am curious to know what success it has met with so far. As the writer quotes me in one part of the pamphlet, it is my hope that this article may stir him up to give us further details of his later experience.

Here is an attempt to do away with unlimited, unsystematic deliveries and the abuses thereof. The theme is built around these words: "Cash or Credit; Irregular and Expensive, or Systematic and Low Cost Deliveries; Which and Why?" The introduction is an article quoted in full from Collier's Weekly—"The Housekeeper and the Market Basket; Being the Discoveries of a Practical Housekeeper." This quotation is followed by some detailed thinklets, well expressed, logical, fairly conclusive; and it cost money to get out the booklet. I wonder whether the trial has proved a paying venture; whether theory and practice are working hand in hand; or if the scheme has fallen through.

To Profit By Other's Experiences.

I see it must be a new store for this is how he starts to talk after quoting the long article:

"Being about to engage in the grocery business it was thought advisable to investigate different methods and profit by the experience of those who have made it a vocation for many years." He has consulted trade papers; written to merchants; and "viewed the entire matter from the standpoint of the probable purchaser—one who said: 'I go to market. I pay cash and take my purchases with me when not too bulky, and I pay the same price others pay for the same goods, having them charged and having small purchases delivered, and it does not seem right to me. It seems there should be some store where the cash purchaser that saves the merchant the loss from unpaid accounts and the expense of the trivial deliveries should have the benefit of the saving, but so far I have not been able to find it.' It was decided to open a store of this kind and to this end the following facts and conclusions are presented.'

Then follows a talk on Cash vs. Credit which is very sound as theory, but which seems to me weak on the side of actual experience, just as so many of those discussions appear to be—except in one particular. That is, the expense incident to running a credit business—the office expense; bookkeeping, itemizing accounts, correcting errors, etc. And here he seems to have hit some solid facts and deduced some indubitable truths. He lists these: "Expense of bookkeeping, expense of collecting, disputed accounts, forgotten charges, loss of cash discounts from jobbers, inability to take advantage of 'snaps' often offerred by the wholesalers, owing to lack of ready money to pay for them—all of which losses the credit customer as well as the cash customer eventually stands."

Overstepping the Mark.

But he falls into the common error of overstating the possible saving to be effected to the customer through the cash-paying system when he states: "You will buy cheaper, saving from 10 to 20 per cent. on many articles." This is not actually untrue, because such saving can be effected on "many articles;" but the trouble is that the reader will be disappointed with the limited number of articles. And the question arises: Will the average purchaser forego the convenience of the present system for the sake of an AVERAGE saving of, perhaps, 2½ to 3 per cent? Maybe. I do not think the AVERAGE buyer will do it. The time of Thrift has not yet come to most of us and the few whom necessity compels to watch savings of 2½ to 3 per cent. on daily food supplies will not make up a very satisfactory clientele. But the proof of it all is in the demonstration. That is why I hope to hear again from this merchant.

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[*] The writer of this article is one of the most successful dealers on the continent. He has spent almost 30 years in the retail grocery business and is well equipped to answer questions and smooth out difficulties with which others may have met. If a special request is made names of inquirers will be omitted when their letters are printed for discussion.

How Other Grocers Do Things

"LOWER COST OF LIVING" WINDOW.

A St. Thomas, Ont., dealer recently secured some good advertising from a "Lower Cost of Living" window, not only from the people who passed his store, but from a local newspaper. The paper considered it of such importance that it ran the following item about it:

> "J. R. Bennett, who has for the past nine months conducted a most successful meat market and provision store at No. 37 Wilson Avenue, has this week a very attractive window display and is being highly commented on by passersby. In the centre of the window is a large Buster Brown design, surrounded by the necessaries of life, such as sugar, canned goods, fruits and vegetables, all marked in plain figures, showing the difference in price (which is considerably less) to that of a year ago. A large printed sign in the window bears the following: "Resolved, that it is not the high cost of living, but "the cost of high living," and to say the least, there is a whole lot in the above lines, and should be fully digested by those continually kicking about the high prices prevailing on foodstuffs."

A London commercial traveler whom Canadian Grocer has to thank for sending this item, says in his letter: "The enclosed clipping shows how one of your subscribers, by following one of your suggestions, got a good free advertisement in the daily paper, besides attracting the attention and favorable comment of every passerby. It was a great boost."

Readers will remember the article in this paper a few weeks ago on "Lowering the Living Cost."

• • •

OPENING A NEW STORE.

The Hudson Bay Co. recently opened their large new retail store in Edmonton, Alta., and made the occasion a time for considerable publicity. In a page advertisement in an Edmonton paper the following editorial announced the opening:

> "To-day will be marked down in the annals of history as an eventful one for the City of Edmonton. The doors of Edmonton's Premier Store —The Big Store—were opened to the public. 'The Bay' transformed now presents what is without comparison the city's finest. Here you will find that everything has been done for your comfort and convenience. A new system has been installed which assures you of the best possible service and satisfaction.
>
> The great buying power of the company, which supplies over two hundred trading posts and fourteen stores, such great institutions as the Company's branches in Calgary, Winnipeg, Vancouver and this city, are able to control the output of factories, and as all buying is done for cash, the company secures the lowest possible terms and customers reap the benefit. Our buying offices in London, Paris, Berlin, New York and Montreal enable us to be first in the field always with the changing fashions and in keeping well informed with the market conditions we are able to obtain for the benefit of our patrons the lowest prices by the advantage of better buying.
>
> The cup of special values is filled to overflowing with goods of H. B. Quality, that are needed now and our additional space enables us to make a great display. The selection could not be better, all prices being lower than can be bought at any other establishment in the city."

• • •

WHAT IS A GROCER?

The early closing by-law for grocers passed by the London, Ont., City Council last week takes effect on Friday, December 26, the day after Christmas. There was some confusion amongst the shopkeepers as to the date when the by-law becomes effective, but City Clerk Baker stated to-day that one week from Friday would see it in operation. The Act distinctly states that the by-law shall come in force not earlier than one week after passing and not later than two weeks.

There is likely to be some difference of opinion as to the interpretation of the by-law.

It does not prevent general storekeepers, of whom there are several, from opening their places of business and selling dry goods or confectionery, or hardware or anything quite different from groceries.

Of course there will be some arguments as to what groceries really are. The act does not make any pretense to explain this point, nor does the by-law. City Clerk Baker refuses absolutely to take any responsibility regarding the matter.

The Act in defining a shop says:

"Shop" shall mean a building, or portion of a building, booth or stall, where goods are offered for sale by retail, and barber's shops, but not where the only trade or business carried on is that of a licensed hotel or tavern, victualling house or refreshment house.

"Closed" shall mean not open for the serving of any customer.

"Nothing in this section or in any by-law passed under the authority thereof shall render unlawful the continuance in a shop after the hour appointed for the closing thereof, of any customers who were in the shop immediately before that hour, or the serving of such customers during their continuance therein.

"A shop in which trades of two or more classes are carried on shall be closed for the purpose of all such trades during the house in which it is by any such by-law required to be closed for the purpose of that one of such trades which is the principal trade carried on in such shop."

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Catalogues and Booklets

From Hargraves (Canada), Ltd., 33 Front St. East, Toronto, has been received a copy of their waistcoat Pocket Diary for 1914. These diaries are splendidly got up with gilt edges and bound in limp roan leather. A special feature of the diary is an insurance coupon by which one may obtain £500 ($2,500) accident insurance for the small sum of 12 cents. Readers may obtain a copy of this "Gibsy" Waistcoat Pocket Diary by writing to the firm at the above address on their letterhead paper.

Preventing Dead Stock

Use Some End-of-Year Ads. in the Newspapers to Move Out Remainder of Holiday Lines.

As the holiday season nears an end, every muscle should be strained to move out those goods which will become dead stock. The home town newspaper should be brought into requisition. After Christmas folks are usually somewhat "tight" with their money and they do not come to the store as frequently as one would wish. Reach them through printer's ink and give them attractive reasons why they should visit the store.

Here is shown a suggestion for an end-of-the-year ad. which might be used —or part of it—to good advantage by many dealers. Now that January is coming, strong persuasion must be used to keep the goods moving. Well written ads. in the newspapers are bound to produce results.

During recent years the retail grocery trade has been taking a much greater interest in newspaper advertising than ever before. The probable reason is that retailers are writing better copy, which is bringing in good results. It is, therefore, being found a good investment.

With the New Year upon us, why not decide on a strong, judicious newspaper advertising campaign during 1914 As does the large manufacturer set apart an appropriation to be spent on making the public more familiar with your store, your goods and your service. Some of them know now, but there are others willing to be shown.

Advertising keeps you on the map. It brings in new customers, holds the old, sells more goods and famializes the public with you and your store. That makes it an investment. Try it out carefully during 1914.

Every ad. writer should see that his copy is written with a view to making sales. A newspaper ad. that is an actual silent salesman must, therefore, not only attract attention. It must hold the customer's attention, create in him a desire to buy, and it must change that desire into action.

The mere filling of white space with any kind of type is a loss of money. It must be filled with good, strong, intelligent copy to produce the desired results.

End-of-Year Stock To Be Moved

Every housewife interested in good goods at medium prices should read over this list. As the year draws to a close we find some quantities of dried fruits and holiday goods still on hand. These we offer to firstcomers at prices that will appeal to you when you see the goods. Give us a call.

Dried Fruits

In this line are Malaga raisins, dates, figs, Valencia and Sultana raisins of just as good quality as those you had for your Christmas baking. Nice layer figs at, for instance, at 2 lbs. for 25 cents. These make splendid pie, which you will find a pleasing dessert for the family.

Dates help to make the Sunday cake taste better, and they are a healthy food. These you may now have at 9c the pound.

Plum Puddings

Only some 8 or 10 plum puddings were held over from the Christmas trade. These are daintily packed by reputable manufacturers, and will keep for a long time yet in your cellar. Better include one or two in your next order at 25 cents per pound.

Attractive Confectionery and Biscuits

If the children were not yet treated to holiday stockings, now is the time. We have a few of the various sizes left which may be had at — per cent. lower than prior to Christmas. In addition to these are a small quantity of attractive holiday boxes of candy and fancy biscuits at prices you will find attractive.

Wedding Presents

Some of your friends may be getting married the first month of the year. We stocked some very handsome chinaware, toilet sets, lamps, etc., in our chinaware department, and have a few attractive lines left. We are sure these will appeal to you both from standpoint of quality and price. Come in and look them over—you are under no obligation to purchase.

"Service" is our Watchword.

J. J. Jamieson & Co.

75 Water St Phone 222

The Clerks' Page

By the Cub Reporter

MAKING PYRAMID DISPLAYS.

By Harold Haggan, Aylmer, Ont.

A good plan for window dressing which is being adopted in several grocery stores in Western Ontario is the pyramid display. A frame is made in the form of steps, each step being about fourteen inches high and slanting back, usually three steps in all. These are boarded over making a complete step or pyramid arrangement. Of course the whole plan is in the form of a triangle, the one side being even with the front show glass, but back from it about one foot, and the other side should be even with the other glass and set back about the same distance from it.

After this form has been built to fit the window, it may be covered with any kind of cheap cotton cloth, then with the aid of a few paper napkins, almost any kind of display may be made.

The step arrangement shows the goods to splendid advantage and that is what the people want who look at a window. They don't care to have to get on their tip toes to see some article that has been placed in behind some larger article which completely obscures it from view. They want to see all there is in the window without straining themselves.

A few cards placed in the window telling of the merit of some particular line of goods are never out of place. What a different meaning the two cards, "Dates 10c lb." and "Choice New Dates, 10c per lb," would have to the intending purchaser!

• • •

ENTER THE CHRISTMAS CONTEST.

Already several clerks have entered window displays in Canadian Grocer's window trimming contest. Why not you? If you live in a town under 10,000 population you enter Class B. and you do not compete with clerks and dealers in larger centres. Winner of first prize in each class will be given a prize of $5.00; second prize is $3.00 and third $2.00—$10 for each class and $20 in all. If you still have your Christmas window in, have it photographed at once and enter it in the contest. As long as it is mailed to us by December 31 it will be eligible. Apart from any money transaction, the honor of winning will be worth considerable to you. Now that things are a little quiet, have the picture taken.

THE NEW YEAR RESOLUTION.

It is usual at this time of year to form good resolutions. It is also a usual thing for many of us to break them before the coming year gets well under way. Probably the trouble is that we make too many of them and cannot successfully control all.

But there is one good resolution for every clerk, at this the threshold of a new year. "Resolved that during 1914 my status as a real salesman will be improved." There it is.

We are living in an age of specialists. We have the eye, the ear, and the throat specialist among the doctors; the cost specialist in accounting; the specialist in poultry raising, in live stock farming, etc., etc. The retail trade will be greatly benefited by more specialists in selling. The clerk who concentrates on knowing all there is to be known about the particular goods he handles, and who studies the character of the customers of the store, is going to shape into a more efficient and a more enthusiastic salesman. No employer who has the interests of his business at heart could refuse to recognize the clerk's part in the improvement in business under such conditions.

As a clerk, then, let each of you make that one resolution and stick to it. The young man who can create business is the man the world wants today. So, with the New Year crowding close upon you, and with a long future staring you in the face—a future that depends on what you make it—it is, in the language of the street, "up to you."—The Cub Reporter.

• • •

OBSERVATIONS OF THE CUB REPORTER.

A young man is often judged by his associations.

* * *

Squandering one's money is little short of a crime.

• • •

Good resolutions should be kept, not simply made.

* * *

Live to learn and you will learn to live.

* * *

Avoid extremes of heat and cold in food and drinks.

◆

INTERNATIONAL CONFERENCE OPINIONS.

T. J. HARRISON, Shelbourne, Ont.—I think that the oftener we get the retail grocers together for friendly discussions and the more we get to attend, the better for the trade.

◆

NEW ONTARIO DEALERS INDIGNANT.

A Canadian Grocer representative who has lately been in Northern Ontario writes:—"The grocers in this section are quite indignant over the action of the government in prosecuting some members of the trade for selling goods purchased as pure, but which on analysis prove to be adulterated. They claim that in buying they stipulate for 'pure goods only.' If they receive anything else they are generally not in a position to ascertain if the goods are standard quality. They maintain that the producer or manufacturer should be proceeded against, not the retailer. They state they are looking to seeing this unfair and unjust prosecution of innocent dealers cease, except where the most ample evidence can be produced that the adulteration, if any, orginated with the retailer."

Alleged High Cost of Living Mystery To Be Unravelled

Government Appoints Commission to Solve This Age Worn Problem—Relations Between Production and Marketing to be Investigated—The Personnel of the Commission.

Ottawa, Dec. 24.—Special. — Canada's alleged high cost of living problem is to be investigated by a commission composed of the following:

John McDougall, Commissioner of Customs.

C. C. James, Agricultural Commissioner and former Deputy Minister for Agriculture, Ontario.

Robert H. Coats, editor of the Labor Gazette and statistician of the Department of Labor.

The official statement given out by the Government regarding the enquiry was as follows:

"Representations have been made to the Government by the councils of several Canadian cities, and by other representative bodies and persons, urgig that an enquiry be made into the increase in the cost of living in Canada, and into the causes which occasioned or contributed to such result. The Government considers that very important information on the subject may be obtained speedily and effectively by utilizing the services of permanent officials of the Government, whose training and experience have made them familiar with the matters in question. Accordingly they have directed that an effective enquiry shall be immediately made by John McDougald, Commissioner of Customs; C. C. James, Agricultural Commissioner; and Robert C. Coats, statistician of the Department of Labor. These gentlemen have been instructed accordingly and will enter upon their investigation with the least possible delay."

The commission will gather data in regard to the correlated questions of agricultural production, the marketing of the products, the part played by middlemen, cold-storage warehouses, etc. in increasing prices, comparative food prices in Canada and in foreign countries, etc.

Who Commissioners Are.

The Commissioner of Customs, Mr. McDougald, has been in the service for a great number of years. His work in the department has brought him closely in touch with prices as well as with the sources from which supplies of the imported foodstuffs are drawn. C. C. James, since giving up his position as Deputy Minister of Agriculture in Toronto, has acted for the Dominion Government in arranging with the Provinces for the expenditure of the Federal grant in aid of agriculture. He has been a close student of Canadian agricultural conditions of production. His work has also made him familiar with the facts in regard to the depopulation of rural Canada and its bearing upon the present situation in regard to high living cost.

Mr. Coats, for a number of years editor of the Labor Gazette, for some time past has been conducting a departmental investigation into various aspects of the cost of living. In 1910 he published a report on wholesale prices in Canada from the year 1890 and he has printed subsequent reports bringing the information up-to-date; the index number of wholesale prices which has been the object of much interest lately, is a feature of these reports.

Editorial Note. — It is to be hoped that this commission will not fail to consult the retail trade when collecting its information. So much has been said about the retailers' part in the distribution problem, and so many false impressions have gone abroad concerning his alleged profits, that the minds of a great many of the consuming public are unfairly prejudiced against him. It would seem advisable for retail associations to suggest to this commission that representatives be given an opportunity to be heard. If no evidence is publicly given, then retail representatives should be interviewed by these men.

* * *

FREIGHT CHARGES MAY BE INCREASED.

A condition that threatened confusion and delays in the shipment of goods to and from the larger cities of Canada has been averted by the agreement of the railway companies to continue the present system indefinitely. This is the second extension of time, as the original notice set the termination of the old arrangement for October 1.

Wholesale grocers regard this as the main point won, in view of the evidence laid before the Railway Commission at Ottawa that the present facilities were absurdly inadequate. Even with the cartage companies, the railways and wholesalers working in harmony, a jobber declared this week that manifests have on occasions been on hand two months before the shipment itself was located in the yards.

There is a general expectation that the present rates of $60 per ton for handling freight will be revised in an upward direction owing to the companies' claims that they are paying the cartage concerns more than they are receiving from the consignees. This is where the retailer will be mainly interested, for he may be forced to augment his percentage for freight in figuring out his "costs of doing business" just as he has those of salaries, rent, delivery, taxes, and advertising: a constantly increasing encroachment upon his net profits.

A BOY'S REMARKS TO HIS STOMACH

After Christmas.

Whats the matter with you—ain't I always been your friend?
Ain't I been a pardner to you? All my pennies don't I spend
In getting nice things for you? Don't I give you lots of cake?
Say, stummick, what's the matter, that you had to go and ache?

Why, I loaded you with good things yesterday; I gave you more
Potatoes, squash and turkey than you'd ever had before!
I gave you nuts and candy, pumpkin pie and chocolate cake—
And last night when I got to bed you had to go and ache!

Say, what's the matter with you? Ain't you satisfied at all?
I gave you all you wanted; you was hard just like a ball;
And you couldn't hold another bit of puddin,, yet last night
You ached mos' awful, stummick; that ain't treatin' me just
right!

I've been a friend to you, I have; why ain't you a friend of
mine?
They gave me castor oil last night because you made me whine.
I'm awful sick this mornin', and I'm feelin' mighty blue,
Becoz you don't appreciate the things I do for you!

Salmon Production in 1913 Best in B.C.'s History

Total of 1,353,901 Cases Packed—This Was Almost 400,000 More Than Last Big Run and More Than 400,000 Above Last Year—Value Less Per Case Than Usual, Although it Totals Nearly $8,000,000.

The high cost of living so far as canned goods is concerned received a considerable jolt this past season when the prices as compared to last year took a momentous tumble. With that the trade is quite familiar. Canned salmon is sure during the coming winter to be one of those lines that the retail grocer will push to those of his customers who are desirous of living more economically. Salmon, for instance, marked at 20 cents which last year was 28 and 30 ought to be a sufficiently strong magnet to attract a good many of the middle classes throughout the winter.

Decline Follows Better Supply.

The cause of this decline has been dealt with already in these columns. It followed the dictation of supply and demand. So far as production of canned salmon in British Columbia is concerned, the season of 1913 surpassed all history. While the cause has already been known, the extent of the increase in production has recently been made public in extended form.

A glance at the accompanying table shows that in 1913 the total production of B.C. salmon was 1,353,901 cases, considering 48 one-pound talls as the standard case. Four years ago in 1909 — which was the year of the last big run—the total is shown to be only 967,920 cases or nearly 400,000 cases short. Last year the total pack was but 948,965 cases which means more than 400,000 less. The year that came nearest to 1913 was 1901 with a pack of 1,236 cases.

Thus is seen in concrete form the most striking reason for the decline in salmon this year.

Value Somewhat Less Per Case.

It is estimated, however, that the value of the pack, though of enormous proportions is less per case than usual. This is attributed to the large run and to the strong competition of the Puget Sound Canneries in the United States, which packed the large quantity of over 2,500,000 cases.

The value of the British Columbia pack is placed as follows:—

Variety.	No. of cases.	Value.
Sockeyes	972,178	$6,562,201.50
Red Springs	37,433	224,598.00
White Springs	3,616	10,848.00
Chums	77,965	194,912.50
Pinks	192,887	530,439.25
Cohoes	69,822	296,743.50
Total	1,353,901	$7,819,742.75

Third Industry in B.C.

The salmon industry is one of the greatest in the Pacific Province being surpassed only by mining and lumbering. The year 1913 was the year of the quadrennial run so that a large pack was anticipated. Nevertheless in the northern districts the catch was somewhat of a disappointment and, it is stated, several canneries operating there closed the season with a loss. The Fraser River canneries started in poorly with high prices being paid for the fish. It was then thought that another poor run was inevitable. But about mid-season the run took on greater proportions and kept up until the middle of October for sockeyes, and practically for another month for Chums, Pinks and Cohoes.

TWENTY YEARS AGO IN THE GROCERY TRADE

Following items are from Canadian Grocer, Dec. 29, 1893:—

"The first consignment of salt was received this week by the Toronto Salt Works, from the new salt wells at Windsor, Ont."

Editorial Note. — The Toronto Salt Works is to-day, as 20 years ago, engaged in the salt business.

* * *

"Representative salt men of Western Ontario met in London, Ont., recently to discuss the interests of the salt industry. There were present: John Rainsford, Clinton; Wm. M. Gray, Seaforth; Mr. Webster, Moretown and Thomas Carter, Sarnia."

Editorial Note.—Some familiar names will be recognized by at least the "Old Guard" in the trade to-day.

* * *

"The Dominion Commercial Travelers' Association held their annual dinner at the Windsor Hotel in Montreal on Thursday evening last. A good deal of the success was due to the fact that the following gentlemen had the arrangements in hand:—F. Birks, G. L. Cains, J. H. Clerk, F. S. Cote, E. H. Copland, W. H. Callahan, J. T. Dwyer, F. X. de Grandpre, M. E. Cavis, A. Elliott, I. Friedman, C. Gurd, Fred Hughes, P. S. Lassonde, E. D. Marceau, J. H. Morin, W. McNally, T. L, Paton and A. A. Mason, whilst special praise is due to the indefatigable efforts of the secretary, Mr. H. W. Wadsworth, who greatly helped to make the dinner the success it was."

Editorial Note. — The same association on Monday night last, held its 1913 annual banquet.

* * *

O. W. Robbins, grocer and butcher, Hamilton, Ont., has sold to Stephens & Wood.

BRITISH COLUMBIA SALMON PACK, SEASON 1913.

	Sockeyes.	Red Springs.	White Springs.	Chums	Pinks	Cohoes	Total Cases.
Fraser River District	684,596	3,573	49	22,220	9,973	11,648	732,059
Skeena River District	52,927	23,250	3,186	.....	66,045	18,647	164,055
Rivers Inlet District	61,745	594	....	.....	2,097	3,660	68,096
Naas River District	23,574	2,999	152	2,987	20,539	3,172	53,423
Outlying Districts	149,336	7,017	229	52,758	94,233	32,695	336,268
Grand total							1,353,901

PACKED BY DISTRICTS PREVIOUS YEARS

	1912.	1911.	1910.	1909.	1905.	Cases. 1901.
Fraser River	173,921	301,344	223,148	567,203	877,136	990,252
Skeena River	254,258	254,410	222,035	140,739	114,085	126,092
Naas River	137,697	65,684	39,720	40,990	32,725	14,790
Rivers Inlet	71,162	101,066	129,398	91,014	83,122	66,840
Outlying	359,538	226,461	147,900	127,330	60,392	38,182
Totals	996,576	948,965	762,201	967,920	167,460	1,236,156

Mail Order Houses and the Newspapers

Editorial Arouses a Great Deal of Discussion on Subject of Vital Importance to the Retail Merchant—Metropolitan Newspapers Circulated at Low Rate Carry Mail Order Advertising—A Word For the Trade Press.

SOME time ago an editorial appeared in this paper in which the statement was made that mail order interests held stock in certain metropolitan newspapers.

The editorial pointed out that the newspapers carried the advertising of the mail order houses to all sections of the country and went on to say:

> "The trade of these houses has grown enormously in these cities where these dailies circulate, but in the other cities and smaller places where there are good local newspapers, they have not made the same gains, because the local newspapers are well edited and are loyal to their local merchants and refuse to carry the advertising of the big city store. The only way in which the big dailies can make headway is by cutting their prices. They get $3 to $5 a year in Montreal, Toronto and Winnipeg, but sell in other cities at 50c to $1 a year. This does not pay for the white paper on which these newspapers are printed, but the heavy deficits are made up by subsidies through big advertising contracts and in other ways, and by the low postal rates. The merchants and newspapers outside of these three big centres should get together and insist that no newspaper should have the privilege of the mails which has a lower subscription price outside than in the centre in which it is published or which sells at less than the cost of the paper used."

This editorial created a wide degree of interest. Not only have many retail merchants realized for the first time that the mail order menace has been fostered in this way, but the newspaper press of the country has become aroused. The newspaper published in the smaller city or town, with a circulation largely local, has a double interest in this matter. The invasion of the cut-rate metropolitan daily threatens the circulation of the local newspaper. But it does more than that. It carries mail order advertising broadcast and thus threatens the local merchant who is the mainstay of the local newspaper.

That this phase of the situation is being recognized, is evidenced by the comments which have appeared in the daily and weekly press.

The Port Elgin Times says, in part, under the caption, "Unfair to small retail merchants."

"The smaller retail merchants throughout the country are at an unfair disadvantage under the present postal arrangements. Because they are subsidized by the big mail order houses, some of the metropolitan dailies are selling their newspapers at outside points at a mere fraction of what the white paper costs. As these advertising sheets go through mails at newspaper rates, it simply means that the government is circulating the advertising literature of the big department stores practically free of charge. Already the mails are almost clogged with these advertising sheets and the situation is becoming steadily worse. The mail order dailies do not actually interfere with the circulation of local newspapers except selling an unfair standard of newspaper values. The unfairness is in a greater degree to the retailers. The effort of some local newspapers to give their town merchants a fair show by refusing to carry department store advertising is offset by the unfair advantage which the postal department gives to the 'dollar' dailies. We believe that the suggestion of the Drygoods Review that the big dailies be forced to charge the same subscription price in the country as in the city, would provide a proper and adequate remedy. This is a matter which should receive the serious attention of the retail merchants in their association."

This is typical of the attitude adopted by the newspapers throughout the country on this vitally important problem.

The Value of the Trade Papers.

It is also evident that the value of the trade press is fully recognized by the daily press. The one great object of the trade paper is to serve the best interests of the trade to which it applies, to work for the advancement of the merchant, to help him in his daily problems, to show him what others in his particular line of business are doing. It follows that the trade press has been a staunch advocate of the value of advertising for the merchant and has thereby influenced many to a course which has brought them increased business.

The good work of the trade press is eulogized in the St. Mary's Journal, as follows:

"Few people realize the value of good trade newspapers to the whole community. It is wrong to imagine that advertisements monopolize the columns of the average Canadian trade paper. Yet the advertisements alone are worth many times the subscription price to the progressive retailer. The trade paper not only contains valuable information in regard to prices and trade conditions, but it is the apostle of good merchandizing, the breeder of live ideas which make for prosperity in the communities in which it circulates. For instance in the advertising field, the trade journalist, who understands the science of advertising and appreciates its value, passes his ideas on to his readers. And he is doing more to educate the retailers of Canada to the value of judicious publicity than any other single agency."

LEAKS IN THE GROCERY STORE

When you purchase a box of figs and see marked on it, "This box contained 11 pounds net when packed," do you take it for granted that the weight is still 11 pounds, and sell it as such?

A retail grocer remarked the other day: "I bought 5 boxes of those figs just before Christmas and paid for 11 pounds net weight in each. When I turned the first box out and weighed it, the scales were tipped at 9¼ lbs. Others were about the same. The shortage was from 1 to 1¾ lbs. These figs were selling at 15 cents a pound which meant if I hadn't weighed them I would have got about 27 cents less than I anticipated."

The figs cost him 10½ cents; 11 lbs. at 10½c. meant a cost per box of $1.15½. Only 9¼ lbs. could have been sold. At 15 cents this would have been about $1.39 or a gross margin of only 24 cents. In percentage it would be about 18—a very small gross margin on a line such as figs.

The trouble of course was that considerable moisture had dried out of the figs since they were packed. But if this grocer hadn't taken the precaution to weigh them, see the loss it would have meant. Figs costing what the above did should be sold for 18 or 20 cents.

This matter of weighing and checking up goods is an important one. Quite a nice salary could undoubtedly be saved in a year if it were properly attended to.

Building Up Trade in Provision Department

Methods of Other Dealers As Found by "The Man in Search of New Ideas"—Slicing Bacon and Wrapping it to Attract Attention —Part Played by Meat Slicer and Refrigerator.

"Let me take you to another store where the customers demand the 'Best in the land'—and out of it as well," remarked the Man in Search of New Ideas for Canadian Grocer early one afternoon this week, as his friend of a fortnight ago came up smiling for a second Provision Counter expedition.

We took a car there, entered and walked to the provision counter.

"He's busy, so we won't bother him for a minute or two; we'll just watch."

In a white apron, leaving little to be seen of his ordinary suit, the man behind the counter was turning the wheel of the meat cutter, one of those nicely adjusted machines that turn out any degree of thinness or thickness your customer desires; a machine that makes a pleasure out of the tiresome work of slicing bacon, in the way that certain brands of soap are supposed to transform wash day.

Slicing and Wrapping Bacon.

He sliced on until several pounds lay piled up and then he took parchment paper, laid it on the white, clean, scales, and began to cover it with those slices, not spread out flat as in the other store, but slightly overlapping. When a pound was on, covering 12 inches of paper, he folded it up flat in three folds, so that the parchment separated each section; and in this parcel, 4 inches wide, he returned it to the refrigerator, ready to be brought out when the customer ordered it. A few packages lay upon the marble counter for inspection.

"Do you put up all your bacon that way?" we inquired as he looked up in answer to our scrutiny.

"Yes, those are the orders; all bacon must be treated in that way," he replied. "It looks fresh and inviting in the parchment paper and you can keep it in that, and use one section without the rest sticking."

The two stores had hit on the weakness of the ordinary method.

"And you are keeping ahead of the game?"

"Yes, I use any lull like this to cut up a couple of backs, one on top of the other, which saves time and gives me about 20 lbs. ahead."

Refrigerator on the Counter.

We glanced at the Counter Refrigerator. It was of glass, so that the contents could be seen plainly. The ice was in the top. Some stores use a variety where the ice is in the centre section, visible also. It all helps—this impression of well-preserved and cool stock. This refrigerator has four sections, for cooked ham, for tongue, for backs, and sliced bacon.

"You couldn't get along without your cutter?"

"If I hadn't it, it would take four men to do the work," he answered.

Doing the work of four men is certainly some labor saving. And at that the man behind the counter looked like a ready worker.

Special Display of Cream Cheese.

In the centre of the marble counter, was a small stand also of marble, with a surface about 15 or 18 inches across, and the width of the counter. It had a back as well. This was arranged with small packages of cream cheese, and it astonishing when you get them together, just how many there are. A few had price tickets, 10, 15 or 25 cents. These were as an auxiliary to the big cheese in the usual circular glass holders. The display looked suggestive and should be worth a number of purchases. Most of the time the stand is embellished with cress or other greens and a small back of bacon cut in two is set alongside it, or a pound or two of a special brand of sausages done up in parchment paper. The rest of the cheese is at the other end of the counter or behind, and altogether nine varieties are kept, all of which are being called for constantly. This, remarked my friend, was one of the most complete exhibits of cheese he had ever seen in a grocery.

The shelves behind were piled with tins, more varied than in Store No. 1, for not only were there canned tongue, etc., but salmon and vegetables, fruits and all the others in a canned goods category.

Two Brands of Sausages.

We asked him about the sausages. He keeps two varieties, a 20-cent, and a 35-cent, the latter being the package goods, and as it so happened, the same brand as the Brantford firm mentioned a few weeks ago. For both the demand is excellent, so we have not yet solved the question of one or more brands of sausages.

The managers of the store have seen best to separate eggs and butter, so as we wanted to pay another visit we contented ourselves with a few questions to one of the partners.

One Line of Creamery.

"You keep dairy and creamery?"

"Both. We sell a good deal of dairy, but most of creamery and nearly all one special line that we have tried for years and can depend on."

"How did you get through the egg shortage?"

"We had not much difficulty. We have people bringing in fresh laid regularly and that kept us in stock. If we could not get from people we had tested, why we were 'out' of fresh laids, that is all. But they are coming far more plentifully now. For cookers, we have a contract with the storage men, and their eggs, of course, are guaranteed. We send our eggs out in one- or two-dozen sized cartons."

And as the head of the firm is a very busy man we said good-bye at this point and journeyed down towards a store near the market, kept by Mr. Provan for 30 years, although two of his tried assistants, are running it now by themselves.

Specialty of Butter and Eggs.

This firm has a business that is unusually widely extended covering nearly every outlying section. This has been the natural outcome of the spreading out of the business section and the enforced migration of residents towards the rim of the wheel of population.

Butter and eggs are among the specialties of this firm, and quality service in all cases has enabled them to secure and maintain their grip on hundreds of homes.

Their system is almost a duplicate of the one we mentioned before. They sell nothing which they cannot guarantee.

This firm do much of their own storage of eggs in a local warehouse, but supplement, by a contract for the season, with cold storage packers.

No Eggs Over 60 Cents.

This idea of retaining the confidence of customers was carried out to rather an unusual extent on one point.

"We never sold fresh laid eggs at over 60 cents a dozen," we were informed. "If we could not get them to sell for that, we did not buy or sell them."'

Current News of the Week

Quebec and Maritime Provinces.

W. Paquette, grocer, Montreal, has sold to Mrs. Agnes Lapointe.

Jas. A. Fenwick, general merchant, Millstream, N.B., died recently.

B. A. Greer, grocer, St. John, N.B., sustained a fire loss recently—partially insured.

The Consumers Fish & Cold Storage Co., Yarmouth, N.S., has been granted a Federal charter to carry on a general fishing business, canning, cold storage, etc. W. S. Sweeney, of Yarmouth, is one of the incorporators, the others being Boston and Gloucester, Mass, men. Capital is placed at $50,000.

A daring attempt at a hold-up occurred at the villiage of Cedar Rapids, Que. H.Schacter, who keeps a general store, was counting the day's takings, when Peter Karchafsky, it is alleged, walked in with a revolver in each hand, and threatened to murder the storekeeper if he did not hand over $200. Two brothers of Schacter's who were at the back of the store, ran in and overpowered the man and held him until the village constable arrived. The accused man was brought to Montreal on the morning train and pleaded not guilty before Judge Leet to a charge of attempted robbery with threat to kill.

Ontario.

R. J. Phillips, grocer, Athens, Ont., is selling out.

Geo. Snipher, grocer, Ottawa, is succeeded by S. Goodman.

L. W. Sovereign has opened a grocery store in Listowel, Ont.

H. M. Stoutenberg has apened a grocery store in Collingwood, Ont.

Levi Bruegeman, grocer, Waterloo, Ont., is succeeded by M. Wettlaufer.

A. L. Pinard, of A. L. Pinard & Sons, grocers, Ottawa, died last week.

F. W. Love, general mechant, Thornloe, Ont., has sold to P. McQuigan, of Brantford, Ont.

The Kawneer Manufacturing Co. Toronto, store front designers, have obtained a provincial charter.

James Melley has opened a grocery store in Renfrew, Ont., in the premises known as the "Mac Adam Grocery."

Henri de Leeuw, merchandise broker, Front St. E., Toronto, has gone to Halifax, N.S., on a business and pleasure trip.

James Wells, who has been conducting a grocery business in London, Ont., has gone to Port Elgin, Ont., where he has opened a store.

Pollocks, Ltd., general merchants, Arnprior, Ont., have obtained a charter.

A deliveryman employed by Harry G. MacDonald, grocer, Sorauren Ave., Toronto, has been arrested charged with holding C.O.D. receipts to the amount of about $50.

Geo. W. Ecklin, of London, Ont., formerly a grocer at Ridgetown and Dungannon, Ont., died suddenly on Monday. He was employed in the office of D. S. Perrin & Co.

James Haskett, who for years conducted a retail grocery business in London, Ont., and sold to Summers Bros., about a year ago, will start on the road the first of year in the interests of Holbrooks, Limited. He will do Western Ontario.

J. Howard Simpson, president of the Simpson Co., wholesale grocers, Guelph, Ont., has been appointed director of the Waterloo Mutual Fire Insurance Co., of Waterloo, in place of the late Thomas Gowdy, who was a director for 38 years. A number of names were submitted, but Mr. Simpson was the unanimous choice of the Board.

James Patton, who was formerly sales manager of the Canadian Cereal and Flour Mills, Ltd., Toronto, will shortly move to Montreal, where he will take up his new work on the sales staff of the St. Lawrence Flour Mills, Limited. Mr. Patton has had considerable experience, having previous to his connection with the Canadian Cereal Co., been in the service of the Ogilvie Flour Mills Co., Ltd., in the Maritime Provinces.

Western Canada.

A. H. Pye, grocer, Brandon, Man., is succeeded by E. Milward.

W. J. Reid, general merchant, Canora, Sask., has sold to D. Sanford.

T. J. Lancaster, general merchant, Bowden, Alta., is succeeded by A. W. Murphy.

Edmonton Grocery & Produce Co., Edmonton, Alta., have sold their grocery stock to H. H. Cooper & Co.

Fire caused damage to the grocery store of A. I. Blais, Frank, Alta., recently.

Cliff & Wright have had their grocery store at North Battleford, Sask., remodelled.

It is reported that more than $35,000 of the allotment of $50,000 stock has been subscribed for in Moose Jaw, Sask., for the starting of the railway men's co-operative store there.

Staff Gatherings

Quite a unique banquet was tendered in the private banquet room of the Robert Simpson Co., Toronto, on Friday last by Jno. Hewitt, the general sales agent of the Canadian Shredded Wheat Company to the sales department and office staff. Special prominence was given to the table decorations which were in white and gold, large yellow "mums" predominating. Each guest received large bows of the same flower and hand painted place cards.

Jas. Traverse, sales manager of the Shredded Wheat Co., Niagara Falls, N. Y., was guest of honor. Fred Mason, general manager, Niagara Falls, N.Y., was unavoidably detained, and could not attend. The toast list was very extensive, and was as follows:

The King.

The Canadian Shredded Wheat Company.—Proposed by Mr. Patterson. Responded to by Mr. J. Hewitt.

The Shredded Wheat Company.—Proposed by Mr. W. C. Jones. Responded to by Mr. Fred Mason.

The Sales Department.—Proposed by Mr. W. J. Wilcox. Responded to by Mr. Jas. Traverse.

Boys on the Field.—Proposed by Mr. J. H. Duke. Responded to by Mr. W. P. Hewitt.

Delivery and Shipping Department.—Proposed by Mr. F. Ingram. Responded to by Mr. T. Knight.

Toastmaster.—Mr. J. Hewitt.

At 2.30 the guests were tendered an automobile drive around the city.

In the evening the salesmen attended "The Glad Eye" at the Royal Alexandra, representatives from the Maritime Provinces, Quebec, Ontario and the North-West Territories being present.

At the company's office before luncheon the sales and office force presented the general sales agent, John Hewitt with a tangible token of their high esteem and good will in the form of a handsome kodak, Mr. Hewitt responding in very appropriate terms.

Presentation was made on Friday to Miss J. Herron by the field force of a travelling bag as a token of their esteem and regard for her uniform courtesy and kindness to them.

Small Rush Orders Before Xmas; Sugar Easier

Travelers Being off Road Gave Firm Chance to Get Ahead on Stock Taking—Decline in Raw Sugar in New York Makes Market Uncertain—Tarragona Almonds Decline in Montreal.

MARKETS IN BRIEF

QUEBEC MARKETS.

PRODUCE AND PROVISIONS.—
Market flooded with poultry, weather conditions blamed for poor stock; cheaper prices looked for in poultry.
Butter and Eggs continue firm.

FRUITS AND VEGETABLES.—
Valencia oranges, 420 size advance 50c; navels decline 25c.
All lines moving out well.

FISH AND OYSTERS.—
Oysters, Malpeques shell down $1.00.
Smelts up 1 cent lb., and lobsters 2 cents.
Haddock, No. 1 green, down ¼ lb.
Gaspe herring up 50 cents barrel.
Easier prices looked for owing to large stocks and slackness of trade.

FLOUR AND CEREALS.—
Domestic market featureless. Export trade depended upon to keep mills running full time.
Mill feeds in great demand.

GENERAL GROCERIES.—
Taragona soft shelled almonds down 1c lb.
French sardine season almost total failure; higher prices expected.
Cheaper sugar looked for just now.

ONTARIO MARKETS.

PRODUCE AND PROVISIONS.—
Fresh laid eggs drop 5 to 9 cents, selling at 45 and 46. Storage unchanged, as stocks are very low.
Pure lard declines ¼ cent.
Hogs advance 10 cents.
Butter very firm.

FRUITS AND VEGETABLES.—
New strawberries 95 cents per box.
Oranges easier, about 25 cents per case lower.
Lemons down to $3.50-$3.75 and good future supply assured.
Potatoes about 5 cents easier; sweet in hampers down 25 cents.

FISH AND OYSTERS.—
Finnan haddie and No. 1 smelts scarce.
Lack of snow in Western Canada lessens supply of whitefish.

FLOUR AND CEREALS.—
Millers feeling full effect now of discrimination in ocean freight rates against flour.
New demand in States for mill feeds to fatten Canadian cattle. Advances looked for in near future.

GENERAL GROCERIES.—
Business of small rush orders at last hour preceded Christmas.
Attending only to city business and mall orders, wholesalers delved into stock taking.
Decline in raw sugar market makes situation uncertain.
Prices in list showed scarcely a perceptible variation over last week.

QUEBEC MARKETS.

Montreal, Dec. 24.—The only outstanding feature on the local market for past week was number of repeat orders which were received for seasonable lines. The demand this season has been so heavy that some of the local houses report they are unable to fill some orders owing to stocks having been completely exhausted. Staple lines are also in good demand at present and from appearances it looks as if the retailers had neglected these and given all their attention to specialties with the result that stocks have been reduced considerably. Collections are not quite so good as they have been but this may be accounted for owing to the Christmas rush which the retailers are at present taking care of.

Report has been received by local dealers to effect that the first season of French sardine fishing has been almost an entire failure with the result that imported stocks are not plentiful. It is thought that higher prices will come as a result. Orders placed by Montreal house in some cases cannot be shipped, while the best one firm could do was to send along 8 per cent. of the amount ordered.

SUGAR.—A report from Cuba has been received stating that the yield there this year will be over two and a half million tons. This is based on British weight or 2,240 pounds to the ton. They also report that the weather is favorable for harvesting. This report, no doubt, has had something to do with the easy feeling which exists in sugar. The raw material is cheaper and although we have had a reduction of ten cents within the last two weeks some local wholesalers look for still cheaper prices. The demand locally has not changed since last issue, there being a steady demand in evidence. Fancy sugars are not quite so much in demand although there is considerable business passing in that line.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	4 35
20 lb. bags	4 45
2 and 5-lb. cartons	4 65
Second grade, in 100 lb. bags	4 20
Extra Ground Sugars—	
Barrels	4 75
50 lb. boxes	5 05
20 lb. boxes	5 15
Powdered Sugars—	
Barrels	4 75
50 lb. boxes	4 95
25 lb. boxes	4 95
Paris Lumps—	
100 lb. boxes	5 10
50 lb. boxes	5 30
25 lb. boxes	5 40
Crystal Diamonds—	
Barrels	5 15
100 lb. boxes	5 30
50 lb. boxes	5 40
Cartons and half cartons	7 05
Crystal Dominoes, cartons	7 15
Yellow Sugars—	
No. 3	4 40
No. 2	4 40
No. 1	4 00

cwt. above bag prices.

MOLASSES AND SYRUPS. — No change has taken place on the local market nor is there any likelihood of there being any for some time to come. Prices remain unchanged with a quiet, but steady, business passing.

Barbados Molasses—	Prices for Island of Montreal. Extra Fancy.	Fancy.	Choice
Puncheons	.44	.41	.39
Barrels	.47	.44	.42
Half Barrels	.49	.46	.44

For outside territories prices range about 2 cents lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.		0 04
Pails, 38½ lbs., $1.85; 25 lbs		1 35
Cases, 2 lb. tins, 2 doz. in case		2 50
Cases, 5 lb. tins, 1 doz. in case		2 85
Cases, 10 lb. tins, ½ doz. in case		2 75
Cases, 20 lb. tins, ¼ doz. in case		2 70
Maple Syrups—		
Pure, per 8½ lb. tin		0.75
Pure, in 15 gal. kegs, 8c. per lb., or per gal		1.00
Maple Sugar, pure, per lb.	0 10	0 11

DRIED FRUITS.—The demand here although not what it was two weeks ago is still keeping up remarkably well. Repeat orders have been received for most lines but in some instances they could not be filled owing to stocks having been wiped out completely. Prices have, however remained unchanged.

EVAPORATED FRUITS.		Per lb.
Apples, 50-lb. boxes	....	0 09
Nectarines, choice	....	0 11
Peaches, choice	0 10½	0 13
Pears, choice	0 13	0 14
Apricots	0 16	0 20

DRIED FRUITS.		
Candied Peels—		
Citron	0 16½	0 17½
Lemon	....	0 10
Orange	....	0 11
Currants—		
Amalias, loose	....	0 07
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg..	....	0 07¼
Fards, choicest	....	0 11
Hallowee, loose	....	0 06
Hallowee, 1-lb. pkgs.	....	0 07¼
Figs—		
Finest, 6 crown, about 12 pounds	....	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 11½	0 13
50 to 60, in 25-lb. boxes, faced	0 10½	0 11½
60 to 70, in 25-lb. boxes, faced	0 09	0 10½
70 to 80, in 25-lb. boxes, faced	....	0 09½
80 to 90, in 25-lb. boxes, faced	....	0 09
95 to 100, in 25-lb. boxes, faced	0 08	0 08½
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 75	6 00
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	....	0 10
Lower grades Sultana, 1 lb. pkgs.	....	0 11
Valencia, new	0 06¼	0 07½
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

NUTS.—There is a decline of one cent in soft shelled almonds, Tarragona. It is said that this has been a re-adjustment of prices, stocks and conditions generally warranting the change. Apart from this change there has been nothing resembling a feature to report.

Shelled walnuts, per lb.	....	0 34
Shelled almonds, 28 lb. boxes, per lb.	0 39	0 40
Finest filberts	0 13	0 13½
Brazils	....	0 22½
Pecan	....	0 20
Almonds	0 20	0 21½
Walnuts	0 19	0 20
Peanuts	....	0 13
Peanuts (G)	....	0 09

DRIED VEGETABLES. — The demand is quite seasonable for this time of year with prices remaining unchanged.

Beans—		
Hand picked, per bush.	2 40	2 50
3 lb. pickers, per bush.	2 25	2 35
Yellow, per bush.	....	2 75
Yellow eyes, per bush.	....	3 25
Lima, per lb.	....	0 08½
Peas, per bushel	2 25	2 40
Peas, Imperial green, per bush	....	2 50
Barley, per bag	....	3 00

RICE AND TAPIOCA.—There is no change in this market from last week. The demand is only seasonable with the same prices ruling.

Rangoon Rice—		Per cwt.
"B," bags, 50, 100 and 250 lbs.		3 30
"B," pockets, 25 lbs.		3 40
"B," pockets 12½ lbs.		3 50
"C.C.," bags 50, 100 and 250 lbs.		3 20
"C.C.," pockets 25 lbs.		3 30
"C.C.," pockets 12½ lbs.		3 40
India bright		3 45
Lustre		3 55
Fancy Rices—		Per cwt.
Polished Patna		4 40
Pearl Patna		4 60
Imperial Glace		4 90
Sparkle		5 10
Snow, Japan		5 30
Ice drips, Japan		5 45
Crystal, Japan		5 10
Carolina bead		7 10
Imported Patna—	Per lb.	
Bags, 224 lbs.	0 05½	0 05⅝
Half bags, 112 lbs.	0 05¼	0 05½
Quarter bags, 56 lbs.	0 05⅜	0 05⅝
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05

TEAS.—The demand still keeps up for both Ceylons and Indias while Chinas could stand a little stimulation. Prices remain unchanged from last week.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 75	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Spanish No. 1	....	0 12¾
Virginia No. 1	....	0 13¼
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey, gunpowder, pinhead	0 30	0 50

COFFEE.—The demand for coffees is very consistent and the market is featureless with the same prices ruling.

Coffee, Roasted—		
Bogotas	0 27	0 28
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 22	0 20
Santos	0 22	0 23
Chicory, per lb.	0 10	0 12

SPICES.—The demand is much the same as in previous weeks with prices remaining unchanged.

	5 and 10 lb. Tins.	¼ lb. pkgs., doz.	¼lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	23—28	72—0 90	90—1 15
Cloves	30—35	1 06—0 95	..—1 06
Cream tartar	27—33	..—1 00	....
Curry powder	..—35	....	....
Ginger	22—27	65—0 85	75—0 95
Mace	75—1 00	....	..—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	18—20	67—0 75	80—0 90
Peppers, white	28—29	95—1 10	1 10—1 20
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	65—0 00	75—0 00
Turmeric	16—18	....	....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Cardamom seed, per lb., in bulk	1 80	2 25
Carraway—		
Canadian, per lb.	....	0 10
Imported, per lb.	....	0 15
Carraway, per lb.	....	0 12
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 10	0 12
Celery seed, per lb., in bulk	0 30	0 35
Shredded cocoanut, in pails	0 18	0 20

ONTARIO MARKETS.

Toronto, Dec. 24.— "Merry Christmas resounded along the Street as Wednesday brought to close all anteholiday trade. In justice of lack of volume of sound, not reflecting any want of cordiality among workers of 1913, it must be confessed that on Tuesday and Wednesday many a busy chair had that vacant look, while partner, manager, stenographers and city travelers jostled with wives and sisters through feverish shopping crowds caught on last lap with anxious gaps in lists of friends that must not be passed by. The staff, that was left, attended to rush orders that surely could be filled in couple of hours —more than usual it seemed this Christmas season of short buying.

SUGAR.— Situation in New York further decline of Cuban raws on Wednesday of 5 cents, from $3.30 to $3.15. Planters are unable through financial needs to keep out of market until drop in duty on March 1, and it is likely any decline owing to reduced tariff will be disconnected before that time. Refined continues unchanged as stocks are sufficient to supply present light demand and many factories are closed. Locally business is very quiet and raw fluctuations do not tend to improve buying.

Extra Granulated Sugars, Montreal Refined—	Per 100 lbs.
100 lb. bags	4 40
20 lb. bags	4 50
2 and 5 lb. cartons	4 70
Second grade granulated, 100-lb. bags	4 25
Nova Scotia refined, 100-lb. bags	4 30
Western Ontario refined, 100-lb. bags	4 30
Extra Ground Sugars—	
Barrels	4 25
50 lb. boxes	5 00
25 lb. boxes	5 20
Powdered Sugars—	
Barrels	4 60
50 lb. boxes	4 80
25 lb. boxes	5 00
Paris Lumps—	
100 lb. boxes	5 15
50 lb .boxes	5 25
25 lb. boxes	5 45
Crystal Diamonds—	
Barrels	5 20
100 lb. boxes	5 15
50 lb. boxes	5 25
Crystal Dominoes, cartons	7 20
Yellow Sugars—	
No. 3	4 25
No. 2	4 15
No. 1	4 05

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

NUTS.—Business particularly in walnuts and almonds, in shell and unshelled, and pecans and filberts in shell is reported to have been satisfactory, higher prices apparently have little effect on these Christmas commodities. Supplies were quite sufficient for all demands and prices during past week, with lists sent out by most firms two weeks ago, were left unchanged.

In shell—	Per lb.	
Almonds, Tarragona, new	0 17	0 18
Brazils, medium	0 21	0 22
Brazils, large, washed	0 23	0 24
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 12	0 13
Peanuts, green, per lb.	0 08¾	0 10½
Peanuts, roasted	0 10	0 13
Pecans	0 17	0 18
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Grenoble, new	0 16	0 17
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	0 41	0 45
Filberts	....	0 27
Peanuts	0 11	0 12
Pecans	....	0 50
Walnuts, new	0 34	0 35

DRIED FRUITS.—For similar reason that applied to nuts and with no travelers outside in Province, prices were kept by most wholesalers unchanged. There was tendency to firmness in peels but stocks here were heavier than in Montreal it would seem and advance of couple of weeks ago remained unaltered.

Apples, evaporated, new, per lb.	0 09	0 09½
Apples, evaporated, old, per lb.	....	0 08
Apricots—		
Standard, 25 lb. boxes	0 15½	0 16½
Choice, 25-lb. boxes	0 18	0 18½
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 10½	0 11½
Orange	0 11½	0 12
Citron	....	0 16½
Currants—		
Filiatras, per lb.	....	0 06½
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	0 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ¼ cent more.		
Dates—		
Fards, choicest, 12-lb, boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 08	0 08½
Package dates, per bag	0 07½	0 08½
Hallowees	....	0 06
Figs—		
3 crown layers	0 10	0 11
4 crown layers	0 10½	0 11½
5 crown layers	0 11½	0 12½
6 crown layers	0 12½	0 13½
7 crown layers	0 14	0 15
Fine pulled	....	0 14
Natural figs, in bags, lb.	0 05	0 07
Comadre figs, in taps, per lb.	....	0 05¼
Prunes—		
30-40s, Oregons, new crop, 25 lbs. boxes	....	0 13
30-40s Californias, 25 lb. boxes	0 14	0 15
40-50s, 25 lb. boxes	....	0 12½
50-60s, 25 lb. boxes	....	0 11½
60-70s, 50 lb. boxes	....	0 10½
70-80s, 50 lb. boxes	....	0 09½
80-90s, 50 lb. boxes	....	0 08¼
90-100s, 50 lb. boxes	....	0 07¾
25 lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	....	0 08¼
Choice, 50-lb. boxes	....	0 09
Choice, 50-lb. boxes	....	0 08½
25 lb. boxes ¼c more.		
Raisins—		
Sultana, choice, new	0 08	0 10
Sultana, fancy, new	0 10	0 12
Valencia, new stock	0 06¼	0 08
Seeded, fancy, 1 lb. packets	....	0 10
Seeded, choice, 1 lb. packets	....	0 09½
Seeded, choice, 12 oz.	....	0 08
Seedless, 16 oz. packets	0 09¾	0 10
Seedless, 12 oz. packets	0 07¾	0 08

COFFEE.—Announcement last week that new coffees would be no higher than last year, in spite of almost frantic efforts of Brazilian growers to bull market by reports of serious shortage, coming regularly for weeks past,— is confirmed this week by advices from London and New York. London letter states that recent Santos rise has been checked in face of increase in world's visible supply for October of 889.000 bags, and new crop estimated of one to one and a half million bags in excess of last year. In addition, deliveries from Brazil are larger than before and reports from interior indicate that large quantity is still on hand. Trade in England is reported short and eager to buy but supplies are ample. In New York trade is buying slowly owing to uncertain market and speculation in Brazil coffee and rubber. Crops that has been referred to already in Canadian Grocer. For all easier feeling in Brazils milds continue very firm.

Coffee, Roasted—		
Bogotas	0 27	0 28
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 18	0 20
Santos	0 22	0 23
Chicory, per lb.	0 10	0 12

TEAS.— Reports continued to come of shortages in Indias and Ceylons and no relief in that direction is anticipated. Whatever decline has occurred this month on London market was due to poor quality offered.

DRIED VEGETABLES.—Bean market continues easier this week in spite of few shipments coming in. Quotably, however, market shows no change.

Beans—		Per bushel.
Canadian primes		2 00
Canadian, extra H. P.		2 25
Yellow eyes	3 00	3 25
Brown		2 50
Lima	0 07½	0 08
Peas, Canadian, per bus.		2 60
Peas, green, imported, bus.		2 60

MANITOBA MARKETS.

POINTERS:—

White Beans—Advance 10 cents.

Walnuts, Shelled—Advance 3 cents.

Valencia Raisins—New crop cheaper.

Winnipeg, Dec. 24.—The year now fast drawing to a close has on the whole proved satisfactory. There has been a large volume of trade, although both buyers and sellers have been cautious. Holiday trade in the past week was fair, but hardly up to retailers' expectations.

Collections are at present good, and there is no uneasiness as to the future. In fact, business has a more confident tone than prevailed a month ago.

There is considerable adjustment of prices going on just now. Several lines of canned meats are going up. All lines of nuts are dear, and will be dearer. Dried fruits are generally firm, and likely to be high next year.

SUGARS.—The sugar market seems to have steadied down to where no changes are anticipated in the immediate future. There is a good consumptive demand.

	Per cwt. in bbls.
Sugar, Eastern—	
Extra standard granulated	4 95
Extra ground or icing	5 55
Powdered	5 35
Lumps, hard	5 85
Montreal yellow	4 65
Sugar, B.C.—	
Extra standard granulated	4 95
Yellow sugar, No. 1	4 55
Yellow sugar, No. 2	4 40
Yellow sugar, No. 3	4 30
Bar sugar	5 10
Icing sugar	5 30
Powdered sugar	5 10
H. P. lumps	5 80

Sugar packed in 100 lb. sacks 5c per 100 lbs. less.

SYRUPS AND MOLASSES.—

Corn Syrups—		
Barrels, per 100 lbs.		4 25
Cases, 20-lb. tins, ¼ doz. in case		2 77
Cases, 10-lb. tins, ½ doz. in case		2 76
Cases, 5-lb. tins, ½ doz. in case		2 88
Cases, 2-lb. tins, 2 doz. in case		2 48
B. C. Cane Syrups—		
2 lb. tins, 2 doz to case, per cs.		2 85
5 lb. tins, 1 doz. to case, per case		3 20
10 lb. tins, ½ doz. to case, per case		3 00

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.	
Barbadoes	0 45	0 50
New Orleans	0 33	0 35
Maple Syrups—		Per case.
Imperial quarts, case 2 doz.		5 20
Imperial ½ gals., 1 doz.		4 75

DRIED FRUITS.—Evaporated apples are scarce and 3 cents higher than a year ago. All California dried fruits are also higher. Valencia raisins, on the other hand, are plentiful and much cheaper. Prunes are a short crop, and are high, with every prospect of going higher. Peaches, although at a reasonable figure now, are likely to be in brisk demand and dearer.

Apricots—		Per lb.
Extra choice		0 18½
Choice		0 18
Standard		0 17
Slab		0 15
Currants—		
Dry clean		0 07¼
Washed		0 07¾
1 lb. package		0 08¾
2 lb. package		0 17¾
Figs, Cooking—		
Choice, boxes		0 06¼
Half boxes		0 06½
Half bags		0 06¼
Nectarines		0 11
Prunes, in 25-lb. boxes—		
90 to 100		0 08
80 to 90		0 08½
70 to 80		0 09
60 to 70		0 09¾
50 to 60		0 10½
40 to 50		0 12
Raisins, Valencias—		
Valencia selects, 28s		1 92
Valencia selects, 14s		0 94
Valencia, layers, 28s		1 90
Valencia, 14s		0 97
Raisins, Sultanas—		
California		0 12
Smyrnas	0 10	0 12
Raisins, Muscatels—		
3 crown, loose, 50s		0 07¾
3 crown, loose, 25s		0 08¼
Choice seeded, package		0 09
Extra fancy seeded, package		0 10

TEAS AND COFFEES.—The coffee market has a weak undertone, and a decline in Rios and Santos is looked for. The past year has shown a decided advance in prices of low-grade teas. The top grades have been steady. All through the West black teas have to a great extent supplanted the greens.

Coffee—		Per lb.
Rio, No. 5, green		0 14
Rio, roasted		0 18
Santos, green		0 16
Santos, roasted		0 21
Chicory, per lb.		0 11¼
Teas—		
China, blacks, choice	0 25	0 40
India and Ceylon, choice	0 32	0 49
Japans, choice	0 35	0 45

BEANS.—As intimated in last review, white beans have advanced. Up to present there has, on account of mild weather, not been an average demand.

Beans—		
Austrian, hand picked		2 65
3 lb. picker		2 35
Peas—		
Split peas, sack, 96 lbs.		2 85
Whole peas, bushel	2 75	2 65
Barley—		
Pot, per sack 98 lbs.		3 45
Pearl, per sack 98 lbs.		4 75

NUTS.—Nut prices are generally high and a further advance of 3c per lb. on shelled walnuts is announced. Brazils are so scarce as to be practically off the market.

In shell—		Per lb.
Almonds, Tarragona		0 17
Filberts, Sicily		0 12¾
Peanuts, Jumbos, roasted		0 14
Peanuts, choice, roasted		0 11
Pecans		0 22
Walnuts, Grenoble		0 16
Walnuts, Marbot		0 13½
Shelled—		
Almonds		0 41
Walnuts		0 33
Chestnuts, per lb.	0 20	0 25

PRODUCE AND PROVISIONS.—The demand for cured meats keeps up well, and trade in all lines of produce is satisfactory. Heavy hams are ½ cent down. Creamery butter steady; dairy butter, 1c to 2c cheaper. Lard, eggs and cheese steady.

Cured Meats—		
Hams, per lb.	0 15	0 20
Shoulders, per lb.		0 14
Bacon, per lb.	0 19	0 21½
Long clear, D.S., per lb.		0 13
Mess pork, bbl.		27 00
Lard—		
Tierces, per lb.		0 13
50 lb. tubs		6 57
20 lb. pails		2 78
3 lb. tins, cases		8 40
5 lb. tins, cases		8 32
Butter—		
Creamery, per lb.	0 30	0 33
Dairy, per lb.	0 22	0 25
Cheese—		
Ontario, large, per lb.		0 15½
Ontario, twins, per lb.		0 15¾
Eggs—		
Good eggs		0 30
Fresh gathered	0 35	0 40

FISH AND POULTRY.—Holland herring are down 5 cents cheaper. Poultry prices are generally a little lower. Poultry trade is not as yet up to average holiday business.

Fish—		
Codfish		0 10
Halibut		0 12
Pickerel		0 08
Salmon		0 14
Trout		0 12½
Whitefish		0 08½
Oysters—		
Imperial gallon		2 25
Large tins, 4 1-6 gals.		10 50
Cured—		
Holland herrings, keg	0 60	0 65
Holland herrings, keg	0 65	0 71
Salt mackerel, kits		2 75
Poultry (live)—		
Chickens, per lb.		0 12
Turkeys		0 15
Geese		0 10
Ducks		0 12
Poultry (dressed)—		
Fowl, per lb.		0 13
Chickens, per lb.		0 16
Turkeys, per lb.	0 20	0 20
Ducks, per lb.		0 16
Geese, per lb.		0 14

FLOUR AND CEREALS.—There is a fair domestic demand, but millers are not pushing sales. The export trade is quiet.

Flour, Manitoba Wheat—		Per bbl.
Best patents		5 30
Second patents		4 60
First clears		4 20
Low grade	2 90	3 10
Jute bags, 10 cents less.		
Cornmeal, 98s		1 95
Rolled oats, 80s		1 80
Oatmeal, granulated, 98s		2 30
Wheat granules, bale, 16-60		3 25

FRUITS AND VEGETABLES.—Christmas trade in green fruits has been quite satisfactory. Oranges and lemons are easier.

Florida grape fruit, case	5 00	6 00
Apples, box	2 50	3 25
Apples, Ontario, bbl.	5 00	6 00
Cranberries, Cape Cod, bbl.		10 50
Potatoes—		
Farmers' loads, per bushel		0 65
Car lots		0 60
Malaga grapes, kegs	6 50	8 50
Cocoanuts, dozen		1 25
Washington pears, crate		3 25
Bananas, per bunch	2 50	3 50
Californian lemons, crate		9 00
Messina lemons	6 50	7 00
Evaporated cranberries		3 50
Imported honey, box		5 50
Valencia onions, 140-lb. crate		3 75
Navel oranges, case	3 25	3 75
Japanese oranges, case	0 60	0 70

SASKATCHEWAN MARKETS.

By Wire.

Regina, Dec. 24.—Business is reported fairly brisk and prospects seem good for January, as many merchants have not stocked heavily on account of fine weather prevailing. Markets remain steady, but there is a general advance in all lines of nuts. Celery (California) is $7 case; cauliflower is $3 case; head lettuce, $1 dozen wax and green beans, $2 box. Bell peppers are 15 cents (lb.). Mal. grapes are $6.50 to $8; cream of tartar has advanced 6 cents. Almonds, whole, are 18 cents; filberts, 16 cents, and walnuts, 17 cents per lb.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 21	0 22
Butter, creamery, per lb.	0 30	0 33
Cheese, per lb.	0 16	0 16¼
Eggs, per doz.		0 34
Lard, 3's, per case		8 55
Lard, 5's, per case		8 45
Lard, 10's, per case		8 35
Lard, 20's, each		2 70
Flour and Cereals—		
Cornmeal, 24s, 67½c; 29s, $1.20-$1.25; 10-10s, $2.55-$2.75; 49s, $1.35; 98s		2 44
Flour, 24s, $2.85-$3; 49s, $2.80-$2.95; 98s	2 75	2 90
Rolled oats, 10-8s, $2.35-$2.36; 20s, 55-56c; 40s, 99c-$1.00; 80s	2 05	2 10
Dried Fruits—		
Apricots, choice		0 19
Coffee, whole, roasted, Rio		0 19
Currants, gulf cleaned		0 08¼
Figs, natural 6's	0 05	0 08
Evaporated apples, per lb.		0 09½
Dried peaches, 25s		0 09
Dried peaches, choice, 25s		0 09½
Prunes, 70-80, 25s		0 08¾
Raisins, muscatels, 50s		0 08¼
Raisins, muscatels, 25s		0 08½

NOVA SCOTIA MARKETS.

By Wire.

Halifax, Dec. 24.—Despite slight stringency in money markets, local grocery dealers report Christmas trade brisk. Roads have been in fairly good condition for travel, and large numbers of town customers came in to purchase supplies. There has been no important price changes during past week. There was shortage of beans, but arrival of two carloads has relieved situation. Prime are selling at $2.30 and handpicked $2.40. Canadian onions are scarce and quoted at $2.25 bag. Standard granulated sugar is selling at $4.50. New laid eggs are becoming more plentiful and prospects are brighter for easier prices. Poultry is in good demand, turkeys selling at 30 cents and geese 25 cents per pound retail.

Apples—		
Gravensteins, No. 1, bbl.	....	5 00
Gravensteins, No. 2, bbl.	3 00	3 50
Beans, b.p., per bush.	....	2 50
Beans, yelloweye, bush.	3 50	3 75
Eggs, new laid, per dozen	....	0 32
Molasses, fancy Barbadoes, gal.	....	0 36
Onions, Can., per bag	....	1 85
Potatoes, P.E.I., busb., 50c; N.B. & N.S	....	0 50
Pork, American, clear, bbl.	....	27 00
Raisins, new Valencia, per lb.	....	0 07½
Sugar—		
Standard gran., cwt.	....	4 50
Bright yellow, cwt.	....	4 40

NEW BRUNSWICK MARKETS.

By Wire.

St. John, Dec. 24.—Market is particularly quiet, with no changes of consequence. Business is especially bright, and dealers are pleased with big run on Christmas staples, fruits, nuts, etc. Poultry is plentiful, with turkeys at 26c to 28c. Heavy sales beef at 12c to 14c. Valencia oranges down from $5.50 to $5.75, to $4 to $5.50. Eggs remain scarce, and are selling at 30c to 32c case for storage. They are 40c to 45c at Fredericton. Butter is about same. Fine weather for Christmas shopping is bringing out large crowds, and big sales recorded.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	0 17	0 19
Beef, barrel	23 75	25 00
Pork, American clear, per bbl	27 00	28 00
Pork, American, mess, per bbl	....	29 00
Butter, dairy, per lb.	0 26	0 28
Butter, creamery, per lb.	0 29	0 31
Cheese, new, per lb.	0 15¼	0 15½
Eggs, in case, 35c; hennery	0 45	0 55
Lard, compound, per lb.	0 11¼	0 11½
Lard, pure, per lb.	0 15¼	0 15½
Flour and Cereals—		
Buckwheat, W., grey, per bag	3 25	3 50
Cornmeal, gran.	....	5 50
Cornmeal, ordinary, bags	....	1 80
Flour, Manitoba, per bbl.	....	6 25
Flour, Ontario, per bbl.	....	5 25
Rolled oats, per bbl.	....	5 40
Oatmeal, standard, per bbl.	....	5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Oranges, Val., case	4 00	5 50
Potatoes, barrel	1 40	1 50
Sugar—		
Standard granulated	....	4 50
United Empire	....	4 40
Bright yellow	....	4 30
No. 1 yellow	....	4 00
Paris lumps	....	5 65
Molasses, Barbados, fancy	....	0 38
Currants, 1s, per lb.	0 08	0 08½
Raisins, California, seeded	0 09¾	0 10¼
Rice, per cwt.	3 60	3 70
Beans—	Per bushel.	
Canadian white	2 30	2 35
Yellow eye	3 50	3 55
Canned Salmon—	Per 4 doz. case	
Pinks	4 00	4 25
Cohoes	6 00	6 25
Red spring	7 35	9 00

CANNED GOODS.

FRUITS.

Apples—		
3's, Standard		1 07½
3's, Preserved		1 47½
Gals., Standard		3 02½
Gals., Preserved		4 02½
Blueberries—		
2's (Huckleberries) standard		1 47½
2's (Huckleberries) preserved		1 77½
Gals. (Huckleberries) standard		6 52½
2's Black Cherries, pitted H.S.	....	1 92½
2's Black Cherries, not pitted H.S	....	1 52½
2's Red, Ptd, Cherries, H.S	....	1 92½
2's Not ptd., Red Cherries, H.S	....	1 52½
Gals., Ptd., Cherries	....	8 52½
Gals., Not Ptd., Cherries	....	8 02½
2's Cherries, White Ptd., H.S	....	1 92½
2's Cherries, White, Not Ptd., H.S	....	1 52½
2's Black Currants, H.S	....	1 92½
2's Preserved, Black Currants	....	2 27½
Gals. Black Currants, standard	....	5 27½
Gals. Black Currants, solid pack	....	8 27½
2's Red Currants, H.S.	....	1 92½
2's Red Preserved Currants	....	2 27½
Gal. Red Currants, standard	....	5 27½
Gals. Red Currants, solid pack	....	8 27½
2's Gooseberries, H.S.	....	1 77½
2's Gooseberries, Preserved	....	2 02½
Gals. Gooseberries, standard	....	7 02½
Gals. Gooseberries, solid pack	....	8 77½
Grapes—		
2's, white, Niagara, preserved		1 37½
Gals., white, Niagara, standard		3 27½
Lawtonberries, gals., standard		7 02½
2's Pineapple, sliced, H.S. White Bahama	....	1 92½
2's Pineapple, grated, H.S. White Bahama	....	1 47½
2's Pineapple, whole, H.S. White Bahama	....	1 92½
3's Pineapple, whole, H.S, White Bahama	....	2 47½
Peaches—		
2's white, heavy syrup		1 27½
2½'s white, heavy syrup		1 77½
3's white, heavy syrup		1 87½
1½'s yellow, flats, heavy syrup		97½
2's yellow, heavy syrup		1 27½
2½'s yellow, heavy syrup		1 77½
3's yellow, heavy syrup		1 87½
3's yellow, whole, heavy syrup		1 52½
3's pie, not peeled		97½
3's pie, peeled		1 27½
Gals., pie, not peeled		2 52½
Gals., pie, peeled		3 77½
Pie fruits, assorted, gals. (add 5 per cent.)		....
Pears—		
2's Bartlett, heavy syrup		1 52½
2½'s Bartlett, heavy syrup		1 77½
3's Bartlett, heavy syrup		2 02½
2's Flemish beauty, heavy syrup		1 47½
2½'s Flemish beauty, heavy syrup		1 72½
3's Flemish beauty, heavy syrup		1 97½
2's Keiffers, heavy syrup		1 27½
2½'s Keiffers, heavy syrup		1 52½
3's Keiffers, heavy syrup		1 77½
2's light syrup, globe		97½
3's light syrup, globe		1 37½
3's pie, not peeled		97½
3's pie, peeled		1 27½
Gals., pie, not peeled		2 52½
Gals., pie, peeled		3 77½
Pineapple, sliced, 2's		2 00
Plums—		
2's, Damson, light syrup		87½
3's, Damson, light syrup		1 27½
2's, Damson, heavy syrup		97½
3's, Damson, heavy syrup		1 37½
Gals., Damson, standard		2 77½
2's, egg, heavy syrup		1 07½
2½'s, egg, heavy syrup		1 37½
3's, egg, heavy syrup		1 47½
2's, green gage, light syrup		97½
2's, green gage, heavy syrup		1 07½
3's, green gage, light syrup		1 37½
3's, green gage, heavy syrup		1 47½
Gals., green gage, standard		3 02½
2's, Lombard, light syrup		87½
2½'s, Lombard, light syrup		1 07½
3's, Lombard, light syrup		1 27½
2's, Lombard, heavy syrup		97½
2½'s, Lombard, heavy syrup		1 27½
3's, Lombard, heavy syrup		1 37½
Gals., Lombard, standard		2 77½
2's Rhubarb, preserved	....	1 52½
3's Rhubarb, preserved	....	2 27½
Gals. Rhubarb, standard	....	3 52½
2's Strawberries, H.S.	....	1 92½
2's Strawberries, preserved	....	2 27½
Gals. Strawberries, standard	....	7 52½
Gals. Strawberries, solid pack	....	9 77½
Lawtonberries—		
2's Blackberries, H.S.	....	1 92½
2's preserved	....	2 12½
Raspberries—		
2's black, H.S.	....	1 92½
2's black, preserved	....	2 17½
Gals., black, standard	....	7 02½
Gals., black, solid pack	....	9 27½
2's red, H.S.	....	1 92½
2's red, preserved	....	2 12½
Gals., red, standard	....	7 27½
Gals., red, solid pack	....	9 27½

Group B, 2½ cents less per dozen.

VEGETABLES.

Ontario and Quebec Prices.

		Group A, per doz.
2's Asparagus Tips	....	2 27½
2's Asparagus butts	....	1 42½
2's Beets, sliced, Blood Red, Simcoe	....	0 97½
2's Beets, whole, Blood Red, Simcoe	....	0 97½
2's Beets, whole, Blood Red, Rosebud	....	1 27½
3's Beets, sliced, Blood Red, Simcoe	....	1 32½
3's Beets, whole, Blood Red, Simcoe	....	1 37½
3's Beets, whole, Blood Red, Rosebud	....	1 52½
Beans—		Group A
2s, golden wax, midget, Arctic brand		1 15
2s, golden wax		0 85
3s, golden wax		1 22½
Gallon, golden wax		3 52½
2s, Refugee or Valentine (green)		0 85
3s, Refugee (green)		1 22½
2s, Refugee, midget, Auto brand		1 15
Gallons, Refugee		3 52½

(Group B is 2½c doz. less in each case.)

Beans—		
2's Crystal wax		$ 95
2's Lima		1 17½
2's Red kidney		97½
3's Cabbage	....	0 97½
2's Carrots	....	0 97½
3's Carrots	....	1 27½
Cauliflower—		
2's		1 37½
3's		1 77½
Salmon—		
Fraser River Sockeyes—		
1 lb. tails, dozen	1 95	2 00
1 lb. flats, dozen	2 07½	2 12½
½ lb. flats, dozen	1 27½	1 32½
Northern River Sockeyes, dozen	....	1 90
Red Springs, dozen	....	1 90
Cohoes, dozen	....	1 45
Pinks, dozen	....	1 00
Sardines—		
Domestic, quarters, case	3 75	3 85
French, quarters, case	14 00	16 00
Norwegian, quarters, case	8 00	11 00

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EQUALIZING PAPER BAG PRICES.

United States Firms Make Change By Advancing Some Sizes and Reducing Others.

Many years ago, says the Paper and Trade Journal of New York and Chicago, the then manufacturers of paper bags formulated a list price per thousand bags of each size, based on the basis of the weight of paper used in each size bag. During the past twenty-five years, however, due to the diversified uses to which paper bags have been adapted, there have been changes in the thickness of the paper used in the majority of sizes, with the result that there has been an absolute lack of proportion in the list prices of the various sizes.

The trade in so-called grocers' bags is so peculiar that the grocers specialize on certain sizes. The butchers, bakers, delicatessen stores, fruit and vegetable stands each have their own sizes, and the manufacturers have made the weights of paper to meet the demand of these special trades, with the result that one class of consumers is discriminated against in favor of one or more of the others.

To equalize the selling prices of paper bags in all the sizes, based on the cost of paper, etc., the various manufacturers have decided to equalize the list prices, advancing some of the sizes, reducing others, and making no change in some.

All orders now unfilled for prompt shipment will be filled at the list now prevailing, but all shipments after January 1, 1914, will be charged by the various manufacturers on the basis of the following price list:

	per 1,000		Per 1,000
1 ounce	$0.90	7 pound	$4.80
2 "	.95	8 pound	5.10
¼ pound	1.00	10 pound	5.80
½ pound	1.20	11 pound	6.40
1 pound	1.60	12 pound	6.80
2 pound	2.10	14 pound	8.60
3 pound	2.50	16 pound	9.20
4 pound	3.10	20 pound	10.30
5 pound	3.60	25 pound	11.40
6 pound	4.40	30 pound	12.20
35 pound			14.10

FLOUR and CEREALS

Flour Feeling Full Force of Freight Rate Blow

Ontario Millers Report Culmination of Discrimination in Favor of Wheat Across Ocean in Almost Dead Condition of Export Market—Heavy Demand Keeps Mill Feeds Firm.

Figures are to hand of phenomenal movement of wheat last week during season of navigation just closed, an advance over last year of close to 50 per cent. One railway alone carried 77,709 cars, against 55,401 during 1912, an aggregate of over 108,000,000 bushels. This was accomplished by co-operation between the railways and lake freighters, as total number of cars in use fell far below 50 per cent. increase. While financial conditions forced early shipments, filled up elevators and lowered prices compared with last year, movement of money back to farmers has proved an immense benefit, and those who were able to hold their wheat expect to realize fine brand of interest on waiting game, as Canadian output has turned out to be little ahead of last year, and cable this week reported estimate of world's crop as 108.9 per cent. of last year's production, most of increase covered by Canada's crop. Approach of holiday early this week added naturally to quietness of flour market. Settlement of question of abolition of duty on United States wheat and flour, as proposed by Grain Growers' deputation, is awaited with more than eagerness.

MONTREAL.

FISH.—Demand from large buyers is quite limited, with result that there is considerable export business passing. Demand for home consumption is only of hand-to-mouth nature, as buyers seem to be ordering in small quantities. Some enquiries were received from across the water earlier in week, and it is reported that 25,000 sacks were sold for December-January shipment. Bids were also received which were lower than price bid for previous sales, but millers were disposed to accept in order to keep their mills running full time. Exports for week from St. John and Portland were 16,312 sacks, as against 31,486 for corresponding week one year ago.

Manitoba Wheat Flour—		Small lots. in bags. per bbl.
First patents		5 40
Second patents		4 90
Strong bakers'		4 70
Flour in cotton sacks, 10 cents per barrel more.		
Winter Wheat Flour—		

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	4 60	5 00
90 per cent.	4 30	4 50
Straight roller	4 10	4 30
Blended flour	4 60	4 80

CEREALS.—Demand locally is not consistent owing to changeable weather, with result that past week has been rather quiet, with same prices ruling.

Cornmeal—		Per 98-lb. sack
Kiln dried		2 40
Softer grades		2 05
Rolled Oats—		90s, in jute.
Small lots		2 22½
25 bags or more		2 12½
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—Fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.		
Rolled wheat—		100-lb. bbls.
Small lots		2 85
Hominy, per 98-lb. sack	2 40	2 75

MILL FEEDS.—Business passing on local market is very brisk owing to colder weather prevailing. Quite a demand has been in evidence from American buyers, and a goodly number of enquiries have been received by local dealers, but as demand for home consumption is quite sufficient to take care of stocks no export business is reported. Prices remain unchanged from last week.

Mill Feeds—		Car lots, per ton
Bran		21 00
Shorts		23 00
Middlings		26 00
Wheat moulee		27 00
Feed flour		34 00

TORONTO.

FLOUR.—Again quiet demand must be reported for flour. Local miller stated this week that export business is practically dead except for filling earlier orders.

"We are virtually shut out of European market owing to culmination of effect of discrimination in freight rates against flour and in favor of wheat by ocean transport companies. At first, with no new wheat moving, we did not feel it, and we were filling orders received earlier in season, but once Canadian wheat began to move freely and was augmented by supplies from Argentine and Russia placed English millers in better position in flour market than Canadians, using our own wheat, but wheat that came over at cheaper rate than our flour. Thus export trade in flour has been nearly wiped out."

Locally business is limited to small orders and offers for large quantities run as low as $5.10 and even $.00, for all the gradual rise in wheat. Little Ontario wheat is being milled either, as farmers in presence of rising prices for cattle prefer more than ever to hold for feeding.

Manitoba Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
First patent	5 30	5 00
Second patent	4 70	4 50
Strong bakers'	4 50	4 30
Flour in cotton sacks, 10c per bbl. more.		

Winter Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
Fancy patents	4 70—4 90	4 40
90 per cent.	4 50	4 00
Straight roller	4 40	3 90
Blended flour	4 80	4 35

CEREALS.— Market this week has been dull but as stocks in hands of retailers are believed to be low business is expected to pick up after first of year. Prices are unchanged.

Barley, pearl, 98 lbs.		4 50
Barley, Dutch pearl, 98 lbs.		4 50
Barley, pot, 98 lbs.		3 00
Buckwheat flour, 98 lbs.		4 25
Buckwheat grits, 98 lbs.		4 50
Corn flour, 98 lbs.		3 00
Cornmeal, yellow, 98 lbs.		2 35
Graham flour, 98 lbs.		2 60
Hominy, granulated, 98 lbs.		2 90
Hominy, pearl, 98 lbs.		2 90
Oatmeal, standard, 98 lbs.		2 47
Oatmeal, granulated, 98 lbs.		2 47
Peas, Canadian, boiling, bush.		2 25
Peas, Chili, boiling, per lb.		0 06
Peas, split, 98 lbs.		3 65
Rolled oats, 90 lb. bags		2 25
Rolled wheat, 100 lb. bbl.		2·85
Rye flour, 98 lbs.		3 00
Wheatlets, 98 lbs.		2 95
Whole wheat flour, 98 lbs.		2 55

MILL FEEDS.—New situation is being created in bran and middlings, and to less extent in shorts by exportation of Canadian cattle to States, according to local jobbers. Not only are fattened cattle crossing but lean brands and even calves. These will be fattened in U.S. on Canadian mill feeds. In last few weeks demand, on this account, to great extent, has run up into many carloads weekly and carried bran to $22 and made middlings firm at $25. Shorts are quoted variously at $23 and $24. Millers are looking for advances in near future.

Mill Feeds—		Car lots, per ton.
Bran		22 00
Shorts	23 00	24 00
Middlings	25 00	26 00
Wheat moulee		27 00
Feed flour, per bag		1 60

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Canada's agent at Birmingham, England, reports to the authorities at Ottawa that one of the largest London firms in the box shook trade, who, among other connections, do a big business in India and Ceylon with users of tea chests' hold the view that Canadian poplar is well suited for this purpose and that a large trade can be done provided that satisfactory arrangements can be made for the shipment of regular supplies upon a competitive basis. Possibly, material otherwise wasted could be used.

FRUIT & VEGETABLES

New Strawberries Arrive; Oranges Easier

Imported Berry Started at $1.00 and is Now 90 Cents Per Box—Drop of Almost 25 Cents in Oranges and Good Business—Lemons Down 25 Cents and Promise to Remain There.

MONTREAL.

GREEN FRUITS.—Local market has been very active this last week handling Christmas orders. All lines have been moving exceptionally well but prices have remained steady, only advance being in Valencia oranges, 420 size, which jumped 50 cents and are now quoted at $4.75. Mexican oranges, 126, 150 size, have been reduced 15 cents and are now quoted at $2.35, while California navels are now ranging from $3.25 to $3.50.

Apples—		
Baldwins, Greenings and Russets, No. 1's	....	5 00
Baldwins, Greenings and Russets, No. 2's	....	4 25
Spies, Greenings, etc., No. 3's	....	2 75
Mackintosh Reds	7 00	8 00
In boxes	....	2 75
Mackintosh, No. 2	....	6 00
King	....	5 00
No. 2s, all grades, 75-$1 less than No. 1s.		
Fameuse, bbl.	7 00	8 00
Spies, No. 1	....	6 00
Spies, No. 2	....	4 50
Bananas, crate	2 00	2 25
Cranberries, bbl.	....	8 50
Cranberries, box	....	3 00
Almeria grapes—		
Extra fancy heavyweights	....	6 50
Fancy, heavyweights	....	6 00
Medium quality, for immediate use	....	5 50
California grapes, per keg	....	4 50
Grapefruit, Jamaica, case	4 25	4 50
Lemons—		
Extra fancy, 300 size	....	4 50
Fancy, 300 size	....	4 00
Oranges—		
Valencias—		
420 size	....	4 75
714 size	....	5 50
Floridas, 150-176-200	....	3 50
Mexicans, 126-150-176-200-216-250	....	2 35
California navals, 126-150-176-200-216-250	....	3 25
Pears—		
California Nellis, box	....	4 00
California Nellis, half box	....	2 25
Pineapples—		
24 size	....	4 50
30 size	....	4 00
36 size	....	3 75

VEGETABLES.—Business passing on local market this last week has been very quiet but steady. Prices have not shown any change and demand can only be termed of hand-to-mouth nature.

Cabbage, per doz.	0 35	0 50
California celery, crate	5 75	6 50
Cucumbers, Boston, doz.	1 75	2 25
Egg plant, crate, 2 doz.	....	5 00
Garlic, per lb.	....	0 10
Onions—		
Spanish, per case	....	3 00
Spanish, half case	....	1 75
Red Danvers, 75-lb. bag	....	2 50
Peppers, green, 11-qt. bkt.	....	1 00
Peppers, red, 11-qt. bkt.	....	1 50
Potatoes—		
Green Mountains and Quebecs, bag	0 90	1 00
Potatoes, sweet, per bbl.	....	4 25
Potatoes, sweet, Jersey, hpr.	....	1 25
Turnips, Quebec, bag	....	1 00
Tomatoes, hothouse, per lb.	....	0 20
California wax beans, crate	....	6 50
California string beans, crate	....	7 00
Brussels sprouts, quart	0 25	0 30

TORONTO.

GREEN FRUITS.—Latest bid for Christmas trade is a box of imported strawberries. These at end of last week were being quoted at $1.00 a box (price of individual berry not computed), and early this week this has been reduced to 90 cents. A few grocers have begun to handle them, and two or three hotels and a couple of restaurants. While most of us will continue to look at them from afar for months to come, it sounds good, anyway, like summer coming forward to answer winter's cue, and Canadian Grocer and its readers welcome them to its list of fruits.

Oranges are rather easier this week, and $2.75 for California navels for medium sizes is ruling price. Some of smallest are quoted at $2.50, and largest at $3.00. Southern California fruit is coming in plentifully now, and Northern is nearly over. If those smudge pots do their duty, orange situation will be very satisfactory for months to come.

General run of Floridas are also easier, going down to $2.50 and even $2.25. But while, as announced last week, supply of these is tapering off, and will be over in a week or so, there are one or two special brands that jobbers intend to bring out for months to come, as late, in fact, as they did last spring. They are quite prepared to compete with navels, and these brands are selling for same price as best navels now. Acquaintance of some grocers with Floridas is limited to ordinary shipments, which do not come up to navel quality, and thus have injured reputation of that State's products. This competition will be an interesting factor of market during winter months and in early spring.

Apples are in same position as one week ago, when local market was said to be dead as result of farmers bringing quantities in. Export demand, however, keeps up, and most wholesalers are holding stocks of winter apples for firmer local market or exporting.

Lemons are selling at $3.50 and $3.75 for extra fancy, drop of about 25 cents during week. Several jobbers state that market is likely to continue in about same position for some time, if California frost-fighters get in their good work. This situation was predicted as far back as October, in Fall Special of Canadian Grocer. Supply of lemons is improved owing to movement into United States, where tariff rate has been lowered 85 cents a case, and shipments come into Canada via New York in bond.

Spies, hand picked, barrel	4 00	5 00
Other varieties, winter apples, No. 1s	2 50	3 00
Other varieties, winter apples, No. 2s	2 00	2 50
IMPORTED.		
Apples, Jonathans, case fancy, $2.50; extra	....	2 75
Bananas, per bunch	1 65	1 90
Cranberries, long keepers, box $3.75, bbl.	9 75	10 50
Grapefruit, Jamaica, case	4 00	4 25
Grapefruit, Florida, case	4 50	5 25
Grapes, Almerias	6 50	8 00
Grapes, hot house, lb.	....	75
Oranges—		
California navels, 126's-216's	3 00	....
California navels, 216's-250's	....	2 75
Floridas, best grades, 126's-200's	....	3 00
Floridas, best grades, 200's-216's-250's	....	2 75
Mexicans	....	2 00
Limes, box of 100	0 75	1 00
Lemons, Messina, 300's, new	3 50	3 75
Pineapples, Floridas	3 50	4 00
Pomegranates, doz.	....	0 40
Strawberries	....	0 90

VEGETABLES.—Potatoes, owing to small demand, are inclined to be easier this week, Delawares selling at $1.05, although some wholesalers are asking $1.10. Kiln-dried sweet potatoes are down 25 cents a hamper to $1.25. Market otherwise is same as last week.

Beets, Canadian, per bag	....	1 00
Brussels sprouts, quart	....	0 20
Cabbage, case	1 25	1 50
Carrots, Canadian, bag	0 85	1 00
Cauliflower, dozen, large	1 50	1 75
Celery, domestic, doz.	0 30	0 50
Squash, bbl.	....	1 [illegible]
Parsnips	....	1 00
Potatoes, New Brunswick, per bag	1 00	1 05
Sweet potatoes, kiln dried, hamper	....	1 25
Mushrooms, per lb.	....	0 75
Onions—		
Spanish, crate	....	3 00
Large cooking, bag	....	2 00
Tomatoes, hothouse, lb.	....	0 25
Turnips, bag	0 50	0 60

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A bulletin has been issued in unusually attractive style under authority of the Federal minister of Agriculture on the Maple Sugar industry of Canada. This bulletin goes fully into the subject of syrup and sugar making, describing clearly the necessary equipment and its operation, and gives useful information on marketing. An interesting section describes the making of maple vinegar and the collection and preparation of sugar sand which constitute two valuable by-products of sugar making. To show the appearance of sugar and syrup of different grades, plates of samples of each are presented in natural colors. This work which is designated "The sugar making industry in Canada," will be sent free to those who apply for it to the Publications Branch of the Department of Agriculture at Ottawa.

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WELCOME ITS WEEKLY VISIT.

St. John, N.B., Dec. 17, 1913.

MacLean Publishing Co., Ltd.

Dear Sirs:—We enclose subscription to the Canadian Grocer covering year ending August 31, 1914. We always welcome the weekly visit of this paper, its make-up is bright and has numerous hints and items of interest to the grocery trade.

GILBERT BENT & SON.

St. John, N.B., Dec. 17, 1913.

PRODUCE·&·PROVISIONS

Fresh Eggs Down; Poultry Easier; Lard Drops

On Toronto Market Fresh Laids Decline 5 to 9 Cents, but Storage Are Steady—Liberal Supply of Poultry Makes Turkeys Easier and Chickens Decline 1-2 Cents—Compound Lard Up ¼ Cent in Montreal.

As fresh laid eggs have been carrying on most of the sensational upward movements in market last couple of months, they are first to start on downgrade again so far as Toronto is concerned, and Montreal is likely soon to follow suit. Drop in past week has been more marked than advance ever was, falling from 50—55 cents to 45—46, decline of 5 to 9 cents per dozen. A few on the Street were getting 50 cents where they got as high as 60 two weeks ago, but these were quite a minority. Mild weather has strengthened pullets in meritorious resolve to relieve conditions, and unless it becomes very cold they will bridge over gap until older birds start in January. This would keep prices down and perhaps make them a shade lower.

Storage eggs, on other hand, are where they were last week, that is, from 9 to 12 cents below fresh laid even as they are now. This is considered sufficient difference to keep storage firm under present conditions, for stocks will live up to predictions and be cleaned out by beginning of year. At present, storage men are content to fill contracts made months ago, some, it is said, at 28 and 29 cents. Those who have none, are forced to import at about 31 cents, or 32 net, and are losing money on transaction.

Both in Montreal and Toronto supplies of poultry were very plentiful at end of last week and just before Christmas, and prices were easier on turkeys and dropped on chickens.

MONTREAL.

PROVISIONS. — Feature of local market during past week was increase of ¼ cent per pound in compound lard. Quite a demand is noticeable for smoked meats and approach of holiday season is credited with this. Fair trade continues in all lines for this season of year. A good supply of lard is on hand and is sufficient to fill requirements, and demand is reported to be quite steady. There is quite a demand for small lots of hogs.

Hams—		**Per lb.**
Light, per lb.	....	0 19
Medium, per lb.	....	0 18½
Large, per lb.	0 18	0 18
Backs—		
Plain, bone in	....	0 23½
Boneless	....	0 28
Peameal	....	0 26
Bacon—		
Breakfast	0 20	0 21
Roll	....	0 17
Shoulders, bone in	....	0 16
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	0 28	0 28½
Hams, roast, per lb.	29	0 30
Shoulders, boiled	....	0 26
Shoulders, roasted	....	0 27
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 90-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—		**Per bbl.**
Heavy short cut mess	....	30 00
Heavy short cut clear	....	30 00
Clear fat pork	....	28 00
Clear pork	....	26 50
Lard, Pure—		**Per lb.**
Tierces, 375 lbs. net	....	0 14½
Tubs, 50 lbs. net	....	0 14¾
Boxes, 50 lbs. net	....	0 14¾
Pails, wood, 20 lbs. net	....	0 15
Pails, tin, 20 lbs. gross	....	0 15
Cases, 10-lb. tins, 60 in case	....	0 15½
Cases, 3 and 5-lb. tins, 60 in case	....	0 15½
Bricks, 1 lb., each	....	0 16
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10½
Tubs, 50 lbs., net	....	0 10¾
Boxes, 50 lbs., net	....	0 10¾
Pails, wood, 20 lbs., net	....	0 11
Pails, tin, 20 lbs., gross	....	0 11
Cases, 10-lb. tins, 60 in case	....	0 11¾
Cases, 3 and 5-lb. tins, 60 in case	....	0 11¾
Bricks, 1 lb. each	....	0 12¼
Hogs—		**Per cwt.**
Live, f.o.b.	9 10	9 15
Live, fed and watered	9 25	9 35
Dressed, abattoir killed	....	13 25
Dressed, country	12 50	13 00

BUTTER.—Local conditions remain unchanged from last week with possible exception of supplies received being lighter than usual which has strengthened market somewhat. Last year at this time New Zealand butter was being received but there are no shipments recorded to date which accounts for decrease in receipts. A report issued this week states that since May, total decrease in butter receipts is 8,881 packages. Demand locally is quite steady with prices remaining unchanged.

Butter—		**Per lb.**
Creamery prints, fresh	....	0 31½
Creamery solids	....	0 30
Dairy, prints or solids	....	0 25
Separator, prints or solids	0 24½	0 25½

EGGS.—Conditions in this market remain practically unchanged from last week. As stated then, supplies on hand are none too plentiful and it is thought we will have to depend entirely on American centres after middle of next month, providing, of course, the new production is not sufficient to take care of demand. This is not thought likely as hens refuse to lay in cold weather and as we have not had any cold weather to speak of up till the present, it is almost certain that it will come next month for a few weeks' stay. Local receipts since May show an increase over last year of 4,317 cases, but increased population has taken care of those. Prices remain unchanged and a good steady demand is in evidence for small lots to fill actual wants. In view of small stocks on hand and curtailment of consumption it is not thought that there will be any change in present prices until new production starts in.

Eggs, case lots—	**Per dozen.**	
New laids	0 55	0 60
Selects	....	0 38
No. 1's	....	0 34
No. 2's	....	0 28
Splits	....	0 25

CHEESE.—Stocks on hand are very small, in fact they are smallest in years and holders are none too anxious to sell in view of strong feeling existing on London market for Canadian cheese. Receipts to date are short 193,174 boxes of last year's figures. Demand locally is very steady and prices remain firm.

Cheese, White or Colored—	**New.**	**Old.**
Large	0 14	0 18
Strong	....	0 16—0 17
Twins	0 14½	0 15
20 lb. new	0 15—0 15½	....
Stilton	.. .	0 17

POULTRY.—As is usual, farmers and live poultry dealers in country have held their stock until last minute fishing for big prices with result that they are now flooding market with them and prices, of course, are bound to take a tumble. Local dealers are quoting prices as given below, but, as one firm said, they are not sticking to them and it is thought that before end of week prices will take quite a tumble. Farmers who have held their stocks will find it rather hard to dispose of them unless they are finest stock as supplies to be had allow buyers to pick and choose. Produce merchants have been compelled to send tons and tons of this stock into cold storage. Demand, of course, is very active with turkeys and chickens in great demand. Turkeys, as usual, are headliners.

Fresh stock—	**Live.**	**Dressed.**
Broilers, per lb.	0 22—0 24	....
Broilers, per pair	......	1 25
Ducks, milk fed	0 16—0 18	0 22—0 24
Ducks	0 13—0 15	0 14—0 17
Fowl	0 11—0 12	0 17—0 18
Geese	0 10—0 12	0 13—0 14
Turkeys, spring	0 15	0 20—0 24
Turkeys, old Tom	0 15—0 16	0 18

HONEY.—Demand for honey continues steady for small lots and as supplies on hand are not large prices remain unchanged.

Honey—	**White Clover per lb.**	**Buckwheat per lb.**
Barrels	0 12	0 09
Tins, 60 lbs.	0 12¼	0 09½
Tins, 30 lbs.	0 12½	0 09½
Comb, 13-14 oz. section	0 20	0 15—0 16
Tins, 5 and 10 lbs.	0 13	0 10

TORONTO.

PROVISIONS.—After declines last week, pork products have been quiet for last few days, backs showing sign of firming. Since drop was made hogs have advanced slightly so that if fair demand pork products are not at all sure of retaining present figures. But as every buyer says, hog market is a gamble these days (and weeks and months). Pure lard, which has been easing up for some weeks, was dropped a few days ago to 14 cents. Only reason assigned for its continuing up this long in face of decline in hogs have been light supplies. Hogs are up 10 cents to $8.25—$8.35.

Hams—		
Light, per lb.	....	0 18½
Medium, per lb.	....	0 18
Large, per lb.	0 17½	0 18
Backs—		
Backs, per lb.	0 22	0 23
Boneless, per lb.	$ 24	0 25
Pea meal, per lb.	0 24	0 25
Bacon—		
Breakfast, per lb.	....	0 19
Roll, per lb.	....	0 15½
Shoulders, per lb.	....	0 14½
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	....	0 15
Long clear bacon, heavy	....	0 14½
Cooked Meats—		
Hams, boiled, per lb.	....	0 27
Hams, roast, per lb.	....	0 28
Shoulders, boiled, per lb.	....	0 21
Shoulders, roast, per lb.	....	0 22
Barrelled Pork—		
Heavy mess pork, per bbl	23 00	25 00
Short cut, per bbl.	27 50	28 00
Lard, Pure—		
Tierces, 400 lbs., per lb	....	0 14
Tubs, 60 lbs., per lb.	....	$ 14¼
Pails, 20 lbs., per lb.	....	0 14½
Tins, 3 and 5 lbs., per lb.	....	0 15¼
Bricks, 1 lb., per lb.	....	0 15½
Lard, Compound—		
Tierces, 400 lbs., per lb	0 10	0 10⅛
Tubs, 60 lbs., per lb.	0 10⅛	0 10¾
Pails, 20 lbs., per lb.	0 10¾	0 11
Hogs—		
F.O.B., live, per cwt.	8 25	8 35
Live, fed and water, per cwt.	8 50	8 60
Dressed, per cwt.	11 75	12 00

BUTTER.—Supplies of fresh creamery coming in steadily have kept prices from advancing this week, although market is firm and cold weather may cause advance any day.

Butter—		
Creamery prints, fresh made	0 31	0 33
Creamery prints, storage	0 28	0 29
Creamery solids, storage	0 26	0 27
Dairy prints, choice	0 23	0 25
Dairy solids	0 20	0 22
Separator prints	0 26	0 29

EGGS.—With decline of nearly 10 cents in fresh laids this past week relation between storage and former has reached an interesting position. As has been stated, storage stocks are now very light, few who have any caring for contracts only and not disposing of even few case lots to late comers, while Chicago market remains firm at 27 cents and prevents importation of any to sell below 33 or 34 cents in competition with these supplies of Canadians that are holding out to end of year with Marathonic endurance. Storage selects still command 36-37 cents.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 45	0 46
Storage, selects	0 36	0 37
Storage, No. 1 stock	0 33	0 34
No. 2's	....	0 28
Splits	0 27	0 28

CHEESE.—Wholesalers declare they are making no profit on cheese at current local market quotations, but keep it like some grocers keep bread and sugar, as an "obligement to customers." Export demand is being maintained, however, and small stocks at Montreal will tend to make prices firmer.

Cheese—		
Old, large	....	0 15¾
Old, twins	....	0 15½
New, large	....	0 14¾
New, twins	....	0 15

HONEY.—Demand for small packages continues steady and prices are unchanged this week.

Clover, bbls., per lb.	0 09½	0 10
60, 30-lb. tins, per lb.	....	0 10
10, 5-lb. tins, per lb.	0 11	0 12
Buckwheat, bbls.	0 06½	0 07
Buckwheat, tins	0 07	0 07½
Comb	2 40	2 75

POULTRY.—Puzzle of supply of poultry in farmers' hands has been solved: "the ayes win it." There was a good supply and prices were not helped any by discovery. Turkeys were quite plentiful and in face of good demand showed no signs of advancing. Public, for some reason or other, weather conditions probably, have put off buying this year until last few days before Christmas so that enormous business has been crowded into four days before the holiday. Chickens, as indicated in last week's review, declined as stocks were heavier than demand, which went strongly to more aristocratic, once-a-year-treat, bird, the turkey. As result, many sold wholesale at 13 and 14 cents, while best milk-fed could be secured at 15 cents. Geese and ducks followed expectations and remained firm to close, as supplies were light.

Looking over prices for past month it will be seen that turkeys declined at least 3 cents, and chickens 3 to 4 cents, and policy advised in these columns of holding off for drop in market has been vindicated.

There is one factor that probably is not taken into consideration sufficiently in looking for slumps in poultry and other lines of produce: decline of commission business. Some time ago these jobbers could wait in offices for supplies to come in; often expecting plentifull array they would move earlier shipments off steadily at easy prices, fearing they would be deluged later on—a condition that might or might not work out. But, of late, consignments are steadily dropping off, and instead, all parties outside farmers and general merchants, await definite offers before selling. Result is that supply is more or less regulated, and arrangements made, as has been done this year, to turn good portion of excess stocks into cold storage, to retain bottom in market.

Fresh Stock—	Live.	Dressed.
Broilers, spring	0 13	0 14—0 16
Ducks, spring	0 11—0 12	0 12—0 15
Fowl	0 10—0 11	0 12—0 13
Chickens, lb.	0 12—....	0 13—0 15
Geese	0 10—0 12	0 12—0 14
Turkeys, spring	0 15	0 19—0 20
Turkeys, old Tom	0 14	0 16—0 18

TO AID EARLY BUYING.

"Buy your groceries early and help the popular movement of early closing."

This is an advertisement placed by the Retail Grocers' Association of London, Ont., to help the early buying movement now that the stores will close at 7 o'clock.

Association News

At the annual general meeting of the Kelowna, B.C., Merchants' Association held recently, the following officers were elected for the year 1914:

President, K. F. Oxley, grocer; vice-president, G. A. McKay, druggist; secretary, C. H. Jackson; directors, A. M. Dalgleish, hardware; J. Ball, dry goods; Jos. Casorso, butcher; G. S. McKenzie, grocer; R. F. Morrison, hardware.

* * *

The Ontario Travellers' Association, London, Ont., completed the election of officers last Saturday when a large poll was counted, with the result that H. W. Lind, London, was elected first vice-president, and C. W. McGuire, second vice-president. H. P. Rennie was elected president at a previous meeting by acclamation, and with the other officers elected on nomination day was installed.

CALENDARS FOR 1914

The 1914 calendar of Connors Bros., fish packers of Black's Harbor, N.B., has been received. It is of large size, the length being about 28 inches and the width 18 inches. The figures are over an inch deep—the variety one likes to see in a good old-fashioned kitchen calendar. The illustration shows an attractive grouping of the canned products of Conners Bros. in their original labels, with a green shamrock background.

* * *

The calendar of Henri de Leeuw, grocery broker, Toronto, is an attractive one on a blue-tinted mottled paper. The illustration presents an Old Country flavor with its Dutch windmill, canal, dock and sail boat. The central figure is a gaily attired, Dutch country lassie carrying heavily laden baskets of many colored presents. "What Day Iss," printed on the mottled paper over the list of months completes a most attractive little Dutch calendar.

* * *

Canadian Grocer acknowledges a pretty little calendar from Geo. Nicholson, a Winnipeg retail grocer, depicting the old cradle story, "This Little Pig Went to Market." Emblematic of the New Year, is shown a baby in its mother's arms—the dawn of a new life. The illustration is on clear white paper edged with light pink. This again is in white paper edged with purple.

FISH AND OYSTERS

Large Catches of Cod, Halibut and Haddock

Brisk Oyster Trade Expected Next Ten Days — Smelts Up 1 Cent, and Lobsters 2 Cents in Montreal — Finnan Haddie and Whitefish Scarce in Toronto.

MONTREAL.

FISH.—Rush of trade for Advent is passed now and volume of business has been disappointing in many quarters, due to weather conditions. A quiet period is expected now in most lines until after New Year sets in. In frozen fish lines it is known good-sized stocks are held, and it is felt if slackness of trade lasts a little longer than expected, and in view of late Lent, market might see easier prices. Reports from East show that catch of cod, halibut and haddock has been large, and it is expected from now until some future time, as demand will be slow, good-sized stocks will accumulate. In salt, pickled and prepared fish, trade is of hand-to-mouth character, and, although supplies are not heavy, prices have tendency to remain the same. Same thing will apply to smoked and canned fish.

Demand is rather brisk for bulk and shell oysters, bulk and shell clams and live lobsters. Large quantities are expected to be handled this week and the following, with probable exception of lobsters, which have been advanced a couple of cents. The other last named lines keep at about same figures. This is deviation from rule of past years.

Shell Fish, Fresh—		
Clams, per barrel	....	9 00
Lobsters, live, per lb.	....	0 25
Lobsters, boiled, per lb.	....	0 28
Oysters, bulk, standards, per gal, $1.40, Selects	....	1 70
Oysters, solid meat, standards, per gal., $1.70; selects	....	1 90
Oysters, Cape Cod, shell	....	9 00
Oysters, Malpeques, shell	8 00	9 00
Periwinkles, per bushel	....	2 50
Prawns, per gal.	....	2 00
Scallops, per gal.	....	3 00
Shrimps, per gal.	....	2 00
Frozen Fish—		
Haddock, per lb.	0 04½	0 05
Halibut, per lb.	0 09	0 10
Herring, per 100 fish	1 60	1 70
Pike, per lb.	0 07	0 08
Smelts, fancy, per lb.	0 12	0 13
Trout	0 11	0 12
Smelts, No. 1, per lb.	0 09	0 10
Salmon, fancy, Spring, per lb.	0 14	0 15
Salmon, Gaspe, per lb.	0 15	0 16
Salmon, Qualla, per lb.	0 07½	0 08
Whitefish, per lb.	0 11	0 12
Prepared Fish—		
Boneless fish, 20 lb. boxes	0 06	0 07
Cod, boneless, 20 lb. boxes, 2 lb. blocks	0 07	0 08
Cod, pure, 3 lb. box, per lb.	....	0 15
Cod, boneless strip, 30 lb. box, lb.	....	0 10
Cod. shredded, box of 2 doz.	....	1 80
Cod, skinless, per 100 lb. box	6 50	7 00
Cod, dried, per 100 lb. bundle	....	7 00
Pollock, dried, per 100 lb. bundle	....	6 50
Salted and Pickled Stock—		
Cod, green, ordinary, per 200-lb. bbl.	....	9 00
Cod, green, white napes, per 200-lb. bbl	9 50	10 00
Haddock, No. 1 green, per 200 lbs.	....	8 00
Herring, Grape, No. 1, ½ bbls., $2.75; bbls.		5 60
Herring, N. S. per ½ bbl.	....	3 00
Herring, N.S., per bbl.	....	5 75
Herring, Holland, per keg, 75c; per ½ bbl., $5.50 to $6.50; per bbl.	9 00	10 00
Herring, Labrador, ½ bbl., $3.25, bbl.	....	5 75
Herring, Scotch, keg of 12 lbs. net, $1.25 to $1.35; ½ bbl.	7 50	8 00
Mackerel, No. 1, 20 lb. kits, $1.75, ½ bbl., $7.00; bbl.	....	12 00
Salmon, Labrador, ½ bbl., $8.00 to $9.00, bbl.	14 00	15 00
Trout, lake, kegs	....	7 00
Smoked Fish—		
Haddies	0 07½	0 08
Fillets of haddie	0 10	0 11

TORONTO.

FISH.—Weather during past week has been cool enough to suit most dealers, and trade has been good. There is still a scarcity of whitefish, owing mainly to lack of cold and snowy weather in Western Canada, whence much of supply comes from during winter months. This scarcity is likely to continue for several weeks at least. Finnan haddie, for which demand has been heavy last few weeks, is also hard to get, owing, however, to large shipments continuing to United States through change in duty. No. 1 brand of smelts, which are used mostly in this province, are scarce, as 70 per cent. of catch is reported as No. 2's.

While not much seems to be expected from talk of "United States fish trust" controlling output in Lake Erie, there is a feeling in some quarters that fishermen, at least, are more or less organized, so that prices are higher than they were in former years. Rising prices of fresh meat have improved fish business, according to wholesalers.

Oyster trade, while good, would be improved by keen weather. Appetite for this dish is induced more readily by a few degrees lower temperature ordinarily than is required for fish. Brisk business is looked for from now on.

Frozen Fish—		
Roe shad, weight 3 lbs., each	1 00	1 25
Whitefish, per lb.	....	0 12
Sea herring, large, each	....	0 02½
Halibut	0 09	0 10
Salmon, Qualla	0 09	0 10
Salmon, Cohoe	....	0 12
Trout, per lb.	....	0 10
Eels, per lb.	....	0 11
Fresh Caught—		
Blue fish, lb.	0 14	0 16
Frogs legs, lb.	....	0 65
Haddock, per lb.	....	0 08
Herring, per lb.	0 07	0 08
Lobster, live, lb.	....	0 45
Lobster, boiled, lb.	....	0 45
Mackerel, weighing 1½-3 lbs. each	0 15	0 25
Perch, lb.	0 06	0 07
Pickerel, yellow, per lb.	....	0 12
Pike, per lb.	....	0 08
Salmon, B.C., per lb.	0 15	0 20
Smelts, per lb.	....	0 12
Steak, cod, per lb.	....	0 09
Flounders	....	0 06
Smoked—		
Ciscoes, basket	....	1 25
Fillets of haddie	....	0 12
Finnan haddie, per lb.	....	0 09
Halibut, 25 lb. boxes, per lb.	....	0 20
Kippers, new, box of 40 and 50	....	1 25
Bloaters, box of 60	....	1 25
Digby herring, per bundle	....	0 75
Digby fillets, 10 lb. boxes	....	1 30
Prepared—		
Shrimps, 1 gal. cans	....	1 25
Shrimps, 2 gal. cans	....	2 40
Shrimps, 4 gal. cans	....	4 60
Cod, quail on toast	0 07	0 07½
Cod, steak	....	0 09½
Cod, Imperial, 25 lb. pck.	0 06	0 07
Salted and Pickled—		
Holland herring, milkers, 85c; mixed	....	0 75
Herring, Labrador, bbl.	6 25	6 50
Herring, Labrador, half barrel	....	3 50
Herring, sea, pails	1 25	1 50
Mackerel, pail	....	2 25
Oysters, bulk—		
New York counts, gal.	....	2 00
Extra selects, gal.	1 90	1 95
Straights, gal.	1 65	1 75
Oysters, Shell—		
Malpeques, bbl.	11 00	12 00
Torbays	11 00	12 00
Rockaways	8 50	9 00
Blue Points	8 50	9 00
Oyster Bay counts	8 00	8 50

* * *

Letters to the Editor

CARTAGE ADJUSTMENT.

Editor Canadian Grocer.—We have always held that it was unfair that the retailer in towns and villages where there was no wholesale house, should be called upon to pay cartage charges at both ends.

The wholesaler delivers his goods to the retailer in his own town or city, free, possibly two or three miles from the wholesale house, whereas the station may only be a ¼ mile, or ½ mile from the warehouse, and yet he calls upon the retailer in another town, who pays railroad freight, and cartage in his own town, to also pay the cartage from the wholesale warehouse to the station. This has always been unfair.

We are pleased to see that there is a prospect of the retailer in towns and villages having this unjust charge removed.

In a recent article you speak of "Cartage Elimination being a Greatly Involved Question." To me it is exceedingly simple. The manufacturer should pay the cartage on his raw material from railroad to factory and on his manufactured goods from factory to railroad; the wholesaler should pay cartage on his goods from railroad to warehouse and from warehouse to railroad when shipping; the retailer should pay cartage on his goods from railroad to his retail store, and then from his store to the home of the consumer. This arrangement seems to me exceedingly simple, and eminently just.

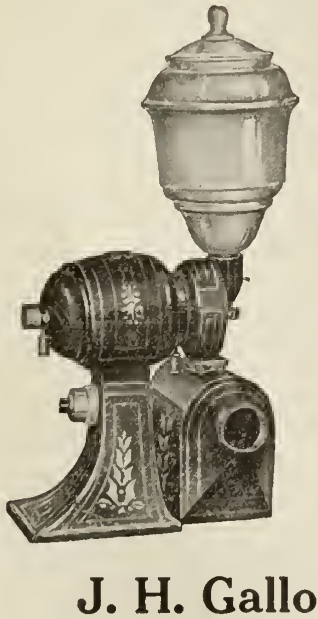
W. C. FORMAN.

Ingersoll, Ont.

A
HAPPY XMAS
to all who do not sell
GIPSY
Stove Gloss
(It's a certainty for those who do.)

HARGREAVES (CANADA,) LIMITED,
33. Front Street, E. TORONTO.
Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon: Creeden & Avery, 118, Homer Arcade, Vancouver, B.C.

The Latest Improved Coffee Mill for the Up-to-Date Grocer



An Electric Cutting Machine designed with Machine Steel Burrs tempered in Oil, which produces evenness in Grind, thus improving the Cup quality of the Coffee, has also a Fan connecting with the Rotating Burr, which keeps the Grind Head clean, so there is no danger in mixing Grades.

There is also a Numbered Setting Device arranged so that you can give your customers their Coffee as they like it. Sold on Monthly Payments and Positively GUARANTEED. Live agents wanted at principal points in Canada.

J. H. Galloway & Co.
11 Market Street
HAMILTON, ONT.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, $1.20 per doz.; 12-oz. tin, $1.60 per doz.; 16-oz. tin, $2.25 per doz.; 3-lb. tin, $5 per doz.; 5-lb. tin, $9.50 per doz.

BORWICK'S BAKING POWDER.

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	$ 1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER.

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	$ 2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 [illegible]5
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal. $2, $3, $5, $10, $15, and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books, each	0 04
100 books and over, each	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancake Flour, per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Alymer Jams.	Per doz.
Strawberry, 1912 pack.	$ 2 15
Raspberry, red heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 65
Gooseberry	1 65
Grape	1 55

Marmalade.

Orange jelly	1 65
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Strawberry	0 13
Black currant	0 13
Raspberry	0 13

Freight allowed up to 25c per 100 lbs.

To all our Friends—

A Happy and Prosperous
New Year

H. P. ECKARDT & CO.
WHOLESALE GROCERS
Church Street and Esplanade
Toronto

What Are You Doing to Earn More—Be More?

The great body of those holding subordinate positions to-day are using only twenty-five per cent. of their real energy and ability, and a large number of them realize it, but do not understand how to get out of their rut.

Each month, Dr. Marden, the greatest of optimistic writers, contributes to MacLean's Magazine an inspiring, helpful article addressed to just that class of employees, ambitious young men and women workers who are anxious to get ahead, who are determined with all their might to be somebody, to do something, to become exceptional employees.

The writer aims to touch the highest springs of such employees' aspirations, and no one, after reading Dr. Marden's articles will fail to put forth fresh and better-directed efforts to forge to the front. Dr. Marden's purpose, however, is by no means to make his readers dissatisfied with their lot, but rather with themselves for not getting more out of the part assigned them in life.

The reading of these articles on success may be the turning point of your life. Send $2.00 to-day to the MacLean Publishing Co., 143-149 University Ave., Toronto, and your subscription for MacLean's Magazine will be immediately entered for one year.

COCOA AND CHOCOLATE.

THE COWAN COA., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate.

Supreme chocolate, ½'s 12-lb. boxes, per lb.	0 35 ..
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars per box.	0 85

EPPS'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, dozen	0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking), doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Nut milk breakfast cocoa, ¼'s and ½'s	0 36
Nut milk No. 1 chocolate	0 30
Nut milk Navy chocolate, ½'s	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate, ½s	0 24
Nut milk plain choice chocolate liquors	20 30
Nut milk sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c lb.; German's sweet chocolate, ⅛ and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ⅛ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins. 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box.

The above quotations are f.o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case
Eagle Brand, each 4 doz.	$ 6 00
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz.	5 25
Challenge Brand, each 4 doz.	4 75
Clover Brand, each 4 doz.	4 75
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 dozen	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each 4 doz.	4 50
St. Charles Brand, Hotel, each 2 doz.	4 25
Peerless Brand, Hotel, each 2 doz.	4 25
Jersey Brand, Hotel, each 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee & Milk, each 2 doz.	5 00
"Regal" Coffee and Milk, each 2 doz.	4 50
"Reindeer" Cocoa and Milk, each 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 36
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ⅓	0 37	0 50

Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.

1 oz. (all flavors) doz.	1 05
2 oz. (all flavors) doz.	2 00
2½ oz. (all flavors) doz.	2 30
4 oz. (all flavors) doz.	3 50

California Navel Oranges

Remember, we are the leaders in high-class Navel Oranges.

For Xmas and present selling, quality and color perfect. Also Florida, Mexican and Jamaica Oranges.

Fresh car Cocoanuts.

White & Co., Limited

TORONTO and HAMILTON

RUSH ORDERS

If you find you are short in

Oranges
Malaga Grapes
Nuts Figs Dates
Bananas or Grape Fruit

Phone or wire in your orders to us, we will ship by return train.

THE HOUSE OF QUALITY.

HUGH WALKER & SON

ESTABLISHED 1861

Guelph and North Bay

WE thank you for the business you gave us during the closing year and wish you Happiness and Prosperity in the year to come.

F. W. FEARMAN CO.
LIMITED

Curers of the Star Brand Hams and Bacon.

HAMILTON

MINCE MEAT

It is impossible to make anything better than

Wethey's
"Home-Made"

It is positively the highest grade mince meat on the market and is sold at a most reasonable price.

We are pleased to quote.

J. H. WETHEY, Limited
St. Catharines, Ont.

These tobaccos are backed by extensive advertising

They make for quick and easy selling—the customers come in ready to buy.

"ROSE QUESNEL"

Smoking Tobacco — A really GOOD CANADIAN Smoking Tobacco. Sweet — Fragrant — Pure.

"KING GEORGE"

Navy Plug Chewing Tobacco— In a class by itself. Delicious and non-irritating.

Rock City Tobacco Co., Limited
QUEBEC

HIRONDELLE
(Swallow Brand)

The brand of Canadian Macaroni, Vermicelli, Spaghetti, etc., that is unsurpassed by any imported.

All dealers should satisfy themselves on this point by asking their wholesalers.

The price for both dealer and customer is right, while the profits are excellent.

C. H. Catelli Company, Limited
MONTREAL, CANADA

Mr. C. C. Mann, 517 Board of Trade Bldg., Toronto, Can., Agent for Province of Ontario. Tees & Persse, Limited, Agents for the Western Provinces.

5 oz. (all flavors) doz.	4 50
8 oz. (all flavors) doz.	6 50
16 oz. (all flavors) doz.	12 00
32 oz. (all flavors) doz.	22 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottles (retail at $1.50)	12 50
16-oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20.)	15 00

GELATINE.

Knox Plain Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (2-qt. size), per doz.	1 30

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats. 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 5, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

EBY-BLAIN, LIMITED, TORONTO. ANCHOR BRAND.

Ammonia Powder—	Per case.
5c cases, 6 doz.	$ 2 40
10 cases, 3 doz.	2 40
5 case lots, freight prepaid, Ontario points	2 25
Baking Powder—	Per doz.
4 oz. tins, cases 4 doz.	0 67½
6 oz. tins, cases 4 doz.	0 90
8 oz. tins, cases 3 doz.	1 20
12 oz. tins, cases 3 doz.	1 65
16 oz. tins, cases 2 doz.	2 00
2½ lb. tins, cases 1 doz.	4 50
5 lb. tins, cases 1 doz.	8 40
Chocolate—Unsweetened—	
10c cakes, boxes 2 doz.	0 90
	Per lb.
½ lb. cakes, boxes 6 lbs.	0 32
Cocoa—	Per doz.
10c tins, cases 4 doz.	0 90
	Per lb.
¼s, tins, cases 4 doz.	0 36
½s, tins, cases 2 doz.	0 35
1s, tins, cases 1 doz.	0 35
Coffee—	Per lb.
1 lb. tins, whole or ground, cs., 30 lb.	0 33
2 lb. tins, whole or ground, cs., 30 lb.	0 32
Cream of Tartar—	Per doz.
10c pkgs., boxes 4 doz.	0 95
½ lb. pkgs., boxes 4 doz.	2 10
½ lb. screw top tins, boxes 4 doz.	2 40
1 lb. screw top tins, boxes 2 doz.	4 40
Custard Powders—	
10c pkgs., cases 3 doz.	0 90
Flavoring Extracts—	
10c bottle	1 00
2½ oz. bottle	2 30
4 oz. bottle	3 50
8 oz. bottle	6 50
16 oz. bottle	12 00
32 oz. bottle	24 00
64 oz. bottle	48 00
Flour—Potato—	Per doz.
Cases 2 doz.	1 20
Icings, Prepared—	
10c pkgs., cases 3 doz.	0 90
Mustard, D.S.L.—	
5c tins, boxes 4 doz.	0 45
10c tins, boxes 4 doz.	0 90
	Per lb.
¼s, tins, boxes 12 lbs.	0 38
½s, tins, boxes 12 lbs.	0 37
1s, tins, boxes 12 lbs.	0 36
Rice, Special Grain—	Per doz.
Cases 2 and 4 dozen	0 90
Shaker Table Salt, free running,	Per case
cases 2 doz., case	1 60

"GOLD MEDAL" BRANDS COFFEE.

Whole or Ground—	Per lb.
½ lb. tins, cases 30 lbs.	0 34
1 lb. tins, cases 30 lbs.	0 33
2 lb. tins, cases 30 lbs.	0 32

ROLLED WHITE OATS.

	Per case.
25c pkgs., cases 12 pkgs.	2 40
5c pkgs., cases 50s	1 90

"KING" NAPTHA BORAX WASHING COMPOUND.

5c pkgs., cases 100s	3 75
10c pkgs., cases 3 doz.	2 50

"KOLONA" BRAND CEYLON TEA.

	Per lb.
25c black, green or mixed, 1 lb.	0 20
25c black, green or mixed, ½ lb.	0 21
30c black, green or mixed, ½ and 1 lb. pkgs.	0 24
40c black, green or mixed, ½ and 1 lb. pkgs.	0 30
50c black, green or mixed	0 35
60c black, green or mixed	0 42
80c black, green or mixed	0 55
	Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz.	1 45
"Wheat-Os" Breakfast Food, cases 2 doz.	1 45
	Per case.
"Piccaninny" brand pancake and	

LAPORTE, MARTIN, LIMITED.
Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case	5 00

VICHY LEMONADES.

La Savoureuse Champenoise Cork. 50 qts., case	8 00
50 pts., case	5 00
La Savoureuse "Claret Crown." 100 pts., case	9 00
St. Nicholas Champenoise Corks. 50 qts., case	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.

Cs. 25 11 lb. bars, lb.	0 08½
Cs. 200 3½ lb. pieces, cs.	4 25
Cs. 12 3 lb. bars, lb.	6 60¼
Cs. 50 ¾ lb. pieces, cs.	4 00
Cs. 50 1 lb. sq. pieces, cs.	4 75
Cs. 50 1 lb. long pieces, cs.	4 75
Cs. 200 200 grs. pieces, cs.	7 75
Cs. 100 300 grs. pieces, cs.	6 00
Cs. 200 300 grs. pieces, cs.	12 00

ALIMENTARY PASTES. BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 08
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 00
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts.	3 75
Apple Juice, 24 pts.	4 50
Champagne de Pomme, 24 p.	5 80
Motts Golden Russett.	
Sparkling Cider, 12 qts.	4 50

KING OSCAR SARDINES

KING OSCAR BRAND SARDINES
THE SARDINE THAT MADE STAVANGER FAMOUS

By Special Royal Permission.

These zesty Norwegian Sardines hit the popular taste wherever they are introduced. Being widely advertised the dealer has little trouble in making the initial sale, and the first sale makes for more sales. The people enjoy the deliciousness.

Ask your wholesaler.

CANADIAN AGENTS

J. W. BICKLE & GREENING
(*J. A. Henderson*)
HAMILTON, - CANADA

$OUPS

with dollars in them.

Edwards' Soups are the soups that soon turn into dollars. They're widely and forcefully advertised and they're on the way to being sold the moment you take them out of the case. And customers who buy Edwards' Soups on the strength of the advertising, buy them again and again on the strength of the quality. There's a handsome profit on the sales. Keep a sharp eye on your stock.

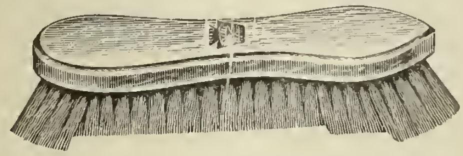
EDWARDS' DESICCATED SOUPS

"The Soups with the dollars in them."

Edwards' desiccated Soups are made in three varieties : Brown, Tomato, White. The Brown variety is a thick, nourishing soup prepared from beef and fresh vegetables. The other two are purely vegetable soups.

Write for full particulars of trade terms to

MONTREAL:—Wm. H. Dunn, 396 St. Paul Street.
TORONTO:—W. G. Patrick & Co., Limited, 77 York Street.
WINNIPEG:—W. H. Escott Co., Limited, 181 Bannatyne Avenue.



The above cut shows an article of daily use in every household in Canada. We specialize on

Scrubbing Brushes

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the KEYSTONE BRAND.

Stevens-Hepner Company
Limited
Port Elgin, Ontario.

ALE

COME TO THE

HEINZ
TRADE MARK

DEALER

BECAUSE CONSUMERS KNOW THAT

Anything That's

HEINZ
TRADE MARK

Is Safe To Buy.

H. J. HEINZ COMPANY
PITTSBURGH

OUR NEW TUMBLER HAS WON

such instantaneous SUCCESS that we have been swamped with orders — more than we ever dreamed of.

Our capacity is now being doubled and orders will be filled promptly after the New Year.

Till then we will have to apologize for any delays. We are doing our best to fill orders on time and are just catching up with the deluge of business which the NEW TUMBLER won for us.

The TUMBLER is bound to win more sales for *you* as it appeals to the economical housewife. The tumbler will make the sale, BUT THE QUALITY of the jams, jellies and marmalades will bring her back for more.

"L and B" Banner Brand is a strong repeater for "it's mighty good jam" and a "mighty good seller."

Remember we lead and others follow.

We thank you for your co-operation in making this new Tumbler line such a success, and wish you a happy and prosperous New Year.

LINDNERS LIMITED

340 Duffenin St., TORONTO

Phone Parkdale 2985

REPRESENTATIVES

The Amos B. Gordon Co., Toronto; Watt, Scott & Goodacre, Montreal; H. D. Marshall, Ottawa, Ont.; Lyne Usher, Halifax, Nova Scotia, and Prince Edward Island; H. Donkin &Co., Vancouver; W. L. McKenzie & Co., Edmonton and Regina; H. M. Jackson, Calgary; Western office at Winnipeg.

Sparkling Cider, 24 pts.	4 75
Sparkling Cider, 36 splits	4 90
Extra Fins, 100½	16 00
Apple Vinegar, 12 qts.	2 40

These prices are F.O.B. Montreal.

Imported Peas "Soleil"

	Per case
Sur Extra Fins, 40 Flacons, cs.	$10 00
Sur Extra Fins, 100 ½ cs.	15 50
Extra Fins, 50 1 kilo, cs.	14 50
Extra Fins, 100 ½ kilo, cs.	15 00
Tres Fins, 100 ½ kilo, cs.	13 50
Fins, 100 ½ kilo, cs.	11 50
Mi Fins, 100 ½ kilo, cs.	11 00
Moyens No. 1, 100 ½ kilo, cs.	10 00
Moyens o. 2, 100 ½ kilo, cs.	9 50
Moyens No. 3, 100 ½ kilo, cs.	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 ½ pints	4 25
Tins—	Gall.
5 gals. 2s	2 00
2 gals. 6s	2 05
1 gal. 10s	2 10
20s, ⅛ gal.	2 60

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11⅛
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MARMALADE

SHIRRIFF BRAND.

"SHREDDED."

1 lb. glass (2 doz. case)	$1.90	$1.80
2 lb. glass (1 doz. case)	3 20	3 30
4 lb. tin (1 doz. case)	5 50	5 25
7 lb. tin (½ doz. case)	8 60	8 25

"IMPERIAL SCOTCH."

1 lb. glass (2 doz. case)	$1 60	$1 55
2 lb. glass (1 doz. case)	2 80	2 70
4 lb. tin (1 doz. case)	4 80	4 65
7 lb. tin (½ doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar.
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. B. CATELLI CO., LIMITED.

Hirondelle Brand.

	1 lb. pkgs.	Loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	7	6½
Egg noodles, case 10 lbs. loose; case 60 pkgs., ½ lb. each	7½	7
Marguerite Brand.		
Same assortment as above	6½	6
Egg noodles in 10 lb. cases, loose, in 60 pkgs., ½ lb. each	7	6½
Catelli Brand.		
Vermicelli, Macaroni, Spaghetti, 5 10, 30 lbs. (loose)		¼
30 lb. cases, 1 lb. pkgs.		6

Terms, Net 30 days.

D. SPINELLI CO., Registered.

Globe Brand.

Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Alphabets, 30 lb. case	7	6½
Spinelli Brand.		
Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lb. cases (loose)		5½
30 lb. cases, 1 lb. pkgs.		6

Terms, et 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz.	1 80
Straight.	
Lemon contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Raspberry contains 2 doz.	1 80
Strawberry contains 2 doz.	1 80
Chocolate contains 2 doz.	1 80
Cherry contains 2 doz.	1 80
Peach contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz.	2 50
Straight.	
Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 00
6 dozen to box	7 20

30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

Richards Quick Naptha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD.

EDWARDSBURG BRANDS

and

BRANTFORD BRANDS.

Boxes	Cents
Laundry Starches—	
40 lbs. Canada Laundry	.06
40 lbs., Boxes Canada white gloss 1 lb. pkgs	.06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 llbs., No. 1 white or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 white	.06½
200 lbs., bbls., No. 1 white	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs	.07½
48 lbs., silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs., Benson's satin, 1-lb. cartons, chrome label	.07½
40 lbs. Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamell (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch	.06

"TARBOX BRAND"

CHEMICALLY TREATED DRY DUSTING MOPS

Need no re-treating **before or after washing**—the treatment lasts as long as the Mop lasts. The coarse dirt and lint can be shaken out—every particle of dust sticks—until washed out with **hot water and soap.**

After washing the Chemical exudes just sufficient dampness for efficient dusting. **No oil or oil polish** to grease or smear floors or furnishings. May be used on walls and ceiling without the least danger of staining.

They leave painted and polished surfaces with the "sheen" so much appreciated by particular housekeepers on waxed floors.

Round, Flat, Circular, Triangular and **Brush-shapes**—In styles to please all.

"Tarbox Brand" may not be classed or compared with oil-soaked mops—(few women want their floors oiled every day, if ever). These goods are prepared for the daily dusting—**Dry Dusting** and leave the floor **dry**, not **mucked**.

The illustrations show our new design of Circular and Triangular Mop construction.
The neatest, strongest and most up-to-date Dusting Mop construction on the market. Practically indestructible.

This line is a business builder, customers return bringing their friends. We are not putting our expense all into advertising, but into the goods to the advantage of the consumer where it is appreciated.

Retail List.

01 Flat Mop, per doz.	**$6.00**
02 Flat Mop, per doz.	**9.00**
03 Round Mop, per doz.	**9.00**
04 Round Mop, per doz.	**12.00**
Circular Mop, per doz.	**12.00**
Triangular Mop, per doz.	**15.00**
Dustless Floor Polishers (Brush Shape)	
No. 1, 10 inch Head, per doz.	**18.00**
No. 2, 14 inch Head, per doz.	**24.00**
Hand Dusters	**9.00**

Flat Mops are to use in any Mop Stick, all the others have their own 52" Handles. These prices are retail and base from which jobbers can allow 40% F.O.B. shipping point.

Quick Western shipments may be obtained from
Walter Woods & Co., Winnipeg, Man.
McLennan, McFeely & Co., Vancouver, B.C.

Manufactured by

TARBOX BROS.
TORONTO

AGENCIES: Vancouver Edmonton Montreal
Glasgow, Scotland Leeds, England

D. & J. McCALLUM

PERFECTION SCOTCH WHISKEY

is known throughout the Canadian trade as the finest flavored Scotch on the market. It hasn't that smoky flavor of most Scotch Whiskies. It represents customer satisfaction and good profits.

Wm. E. McIntyre, Limited
23 Water Street, St. John, N.B.
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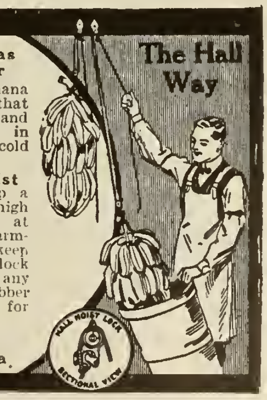
Helps Keep Bananas in Cold Weather

Here is a Banana Hoist and Hanger that saves heavy lifting and helps keep Bananas in good condition in cold weather, with a

Hall Banana Hoist

You can swing up a bunch of Bananas high up to the ceiling at night where it's warmer and Bananas keep better. Automatic lock holds bunch at any point. Ask your jobber or send 50 cents for sample.

Hall Mfg. Co.
Monticello, Iowa.



Buyers' Guide

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples.

Ingersoll, - - - Ontario.

Established 1886.

COMTE'S

Satisfaction and profits with every sale, We want more agents. Write

Augustin Comte & Co.,
Limited, P. O. Box 2963, MONTREAL

COFFEES

AGENTS

COCO-BUTTER Here's a line that will prove profitable. It is 100% pure vegetable fat; never goes rancid. More economical than butter and lard, and IT IS LIKED.

COLONIAL COCO-BUTTER LIMITED
MONTREAL

EGG FILLERS

12-DOZ. EGG CASES

The Trent Mfg. Co., Limited
Trenton, Ontario, Canada

MAUREL & DUNAN
Established 1872

Specialize in BEST QUALITY OLIVE OIL
For Table use First Class Agents Required.

Address
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Cables
Maurel-Dunan
Nice

When writing advertisers, kindly mention having seen the ad. in this paper.

FRUIT PULPS
of all kinds

Bitter Oranges for Marmalade. Peels in Brine.

F. KESSELL & CO.
7-8 The Approach
London Bridge, London, Eng.

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the
Irish Grocer, Drug, Provision and General Trades' Journal
if you are interested in Irish trade.

ALLISON COUPON BOOKS

When a man wants credit, give him an **Allison Coupon Book**, and have him sign form at front, which becomes then his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

Allison Coupon Books cost but a trifle, and save what they cost many times over. You CAN run a credit business without them, of course, but you CAN'T AFFORD it. For sale by the jobbing trade everywhere. Manufactured exclusively by

ALLISON COUPON CO.,
Indianapolis, Indiana U.S.A.

GRATTAN & CO., LIMITED
ESTD. 1825
The Original Makers of
BELFAST GINGER ALE
Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C.

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The many ways in which it can be served make it a quick seller—a fast repeater. Keep it where your customers can see it, and watch the sales grow.

HOLLAND RUSK COMPANY
HOLLAND, MICH.

RICE'S SALT

"The Pure Table and Dairy Salt"

Rice's salt has won its spurs from its absolute purity and uniformity. Once you introduce Rice's your customers will come to you for it again. It brings them back.

We ship promptly. Get our prices.

THE NORTH AMERICAN CHEMICAL CO., Ltd., Clinton and Goderich Ont

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John Duncan & Co.
Montreal

TEAS

of all grades from every tea producing country in the world.

Ask us for Samples.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c, for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

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WANTED — EXPERIENCED WHOLESALE Grocery Travellers, for a long established house; live connection necessary. Apply stating territory covered, length of connection, salary wanted, age, married or single. Box 41, Canadian Grocer.

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BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

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FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

ACCURATE COST KEEPING IS EASY IF ou have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

One of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

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53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

Don't be satisfied with selling ordinary Pot and Pearl Barley—

Ordinary barley will not give that high degree of quality or satisfaction to the customer, or the good profit and good selling satisfaction to the dealer. Why then bother with the ordinary? Get a stock of the real John MacKay Medicated Pot and Pearl Barley, the Standard of the World.

Every bag bears the name John MacKay, with the Highlanders' Head. Accept no other. Order from your wholesaler or direct. Every bag guaranteed or your money back.

John Mackay, Ltd.

Bowmanville, Ont.

When writing advertisers, kindly mention having seen the ad. in this paper.

CIGAR EXCELLENCE

BEN BEY

10 Cents Worth of Delight

Your customers will appreciate your stocking this leader. Not only look good in the case but smoke good. Give them the best.

Write us or ask your jobber.

Ed. Youngheart & Co., Limited

MONTREAL

When writing advertisers, kindly mention having seen the ad. in this paper.

Splendid Washing

value scarcely describes what Fels-Naptha soap means to women if directions are followed.

And then there is no need at all for hot or boiling water. Little wonder that Fels-Naptha is such a favorite with your women customers?

The touch finale to the New Year's Dinner

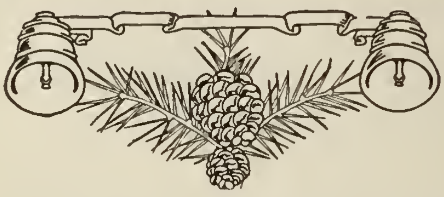
Whether it be a fruit, lobster or cold meat salad it requires the true finishing touch imparted to it by

ROYAL
Salad Dressing

Salads are fast becoming part of the daily diet in Canada and Royal Salad Dressing is fast becoming an indispensable part of the daily salad. Its really fine flavor is irresistible. Push Royal Salad Dressing in the Winter as well as during the other seasons. Suggest it for the New Year's Salad. It's always good, always fresh. It is profitable.

Sold by

The Horton-Cato
Mfg., Company
WINDSOR, ONTARIO



To the many new customers of "DISTIL" Coffee Essence throughout Canada and to the trade generally we extend the

Season's Joyous Greeting

A British
delight for
over 25 years

22 prize
medals for
quality.

Order direct from

The Harry Horne
Co.,
Toronto,
or
Leadley, Limited,
Winnipeg.

Agents wanted for Vancouver, Montreal and St. John. Correspond with The Harry Horne Co.

THE DISTIL
MFG. CO.,
LIMITED
London, Eng.

(20-lb. boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07
Barrels, 200 lbs	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	.07½
8 in case	.07¾
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08
Kegs, extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containg 45 cartons, epr case	3 00
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½

(20-lb. boxes ¼c higher than 40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 48, 1 lb., per cs., $4.80; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.

No. 1's, 95c per dozen.

Individuals, 45c per dozen.

Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz.	0 90
Clear soups, in stone jars, 5 varieties, doz.	1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.

Case of ½-lb., containing 120 packages, per box, $3.00.

Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

THE CANADA STARCH CO., LTD.

CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	2 50
5-lb. tins, 1 doz. in case	2 85
10-lb. tins, ½ doz. in case	2 75
20-lb. tins, ¼ doz. in case	2 70
Barrels, 700 lbs.	3½
Half barrels, 350 lbs.	3¾
Quarter barrels, 175 lbs.	4
Pails, 38½ lbs.	1 85
Pails, 25 lbs. each	1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	2 85
5-lb. tins, 1 doz. in case	3 20
10-lb. tins, ½ doz. in case	3 10
20-lb. tins, ¼ doz. in case	3 05

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$ 1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
British Columbia, per case	2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 60
Manitoba, per case	3 00
Saskatchewan, per case	3 20
Alberta, per case	3 30
British Columbia, per case	3 10

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz., cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce—	
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ½-pints	2 25

STOVE POLISH.

JAMES DOME BLACK LEAD.

6a size, gross	$ 2 40
2a size, gross	2 50

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch, 6s	45
Black Watch, 12s	45
Bobs, 5's and 10's	39
Bully, 6's	44
Currency, 6½s and 12s	39
Stag, 5 1-3 to lb.	39
Old Fox, 6 lb. boxes	40
Pay Roll Bars, 7½s	59
Pay Roll, 7s	59
War Horse, 6s	42
Plug Smoking, Shamrock, 6s, plug or bar	45
Rosebud Plug, 7's	50
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	39
Regal Cube Cut, 9s	70

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale	R't'l
Brown Label, 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅓s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	.80

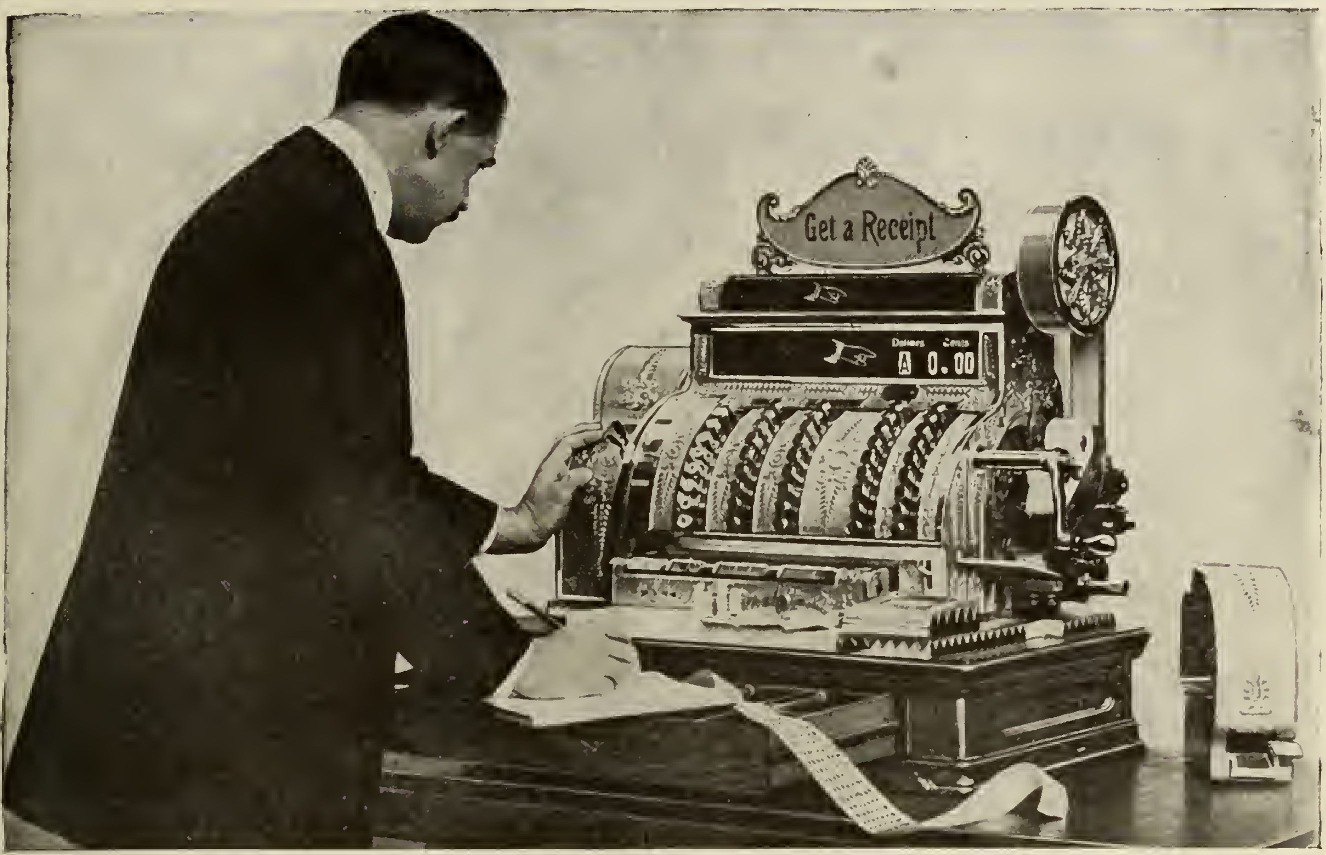
LUDELLA.

In 30, 60 and 80 lb. cases.

Black, Green or Mixed.

Blue Label, 1s	0 20
Blue Label ½s	0 21
Orange Label, 1s	0 23
Orange Label ½s	0 24
Brown Label 1s and ½s	0 28
Brown Label ¼s	0 30
Green Label 1s and ½s	0 35
Red Label ½s	0 40

Profits Increase When Guessing Ends



The day of running a grocery store by guesswork is past.

Formerly, the grocer guessed what his trade might want—what stock to carry—the business done each day—guessed that he was making money.

The up-to-date grocer knows what his trade requires—what goods to have on hand, and uses a National Cash Register in his store. This enables him to run his business on figures and facts.

The National tells him at any time just how his business stands—the amount of his cash sales, charge sales, money received on account and money paid out. It tells him just how hard each clerk is working.

The modern grocer, by using a National Cash Register, has put an end to guesswork in his business—runs his store on system—is increasing his profits.

Use a National Cash Register in your store—put an end to guesswork in your business and your profits will increase. Write for proof.

The National Cash Register Company
285 Yonge St. - Toronto
Canadian Factory, Toronto

To you ❦ ❦ ❦ and yours

The manufacturers of the McCaskey One-Writing Account System extend to their many patrons and the trade generally the heartiest well wishes of the season. A big

1914

for you all.

The McCaskey Account Register
Dominion Register Co. Ltd.
The McCaskey Account Register
Dominion Register Co. Ltd.
The McCaskey Credit System

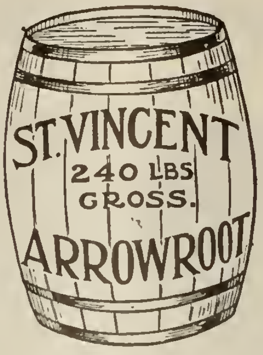
Double Register with
Electric Recorder and Cash Till

Manufacturers of the McCaskey Account System.

The Dominion Register Co., Ltd.

Toronto, Ontario

Trafford Park, Manchester, England



Every Household Has Use for Arrowroot!

Day by day hundreds of people are learning the wonderful food properties of St. Vincent Arrowroot. Large manufacturers of biscuits and chocolates find that their products which contain this popular food are the choice of consumers.

ST. VINCENT ARROWROOT

can be made up into so many and so delightful dishes that its popularity is easily explained. Medical science is loud in its praises of St. Vincent Arrowroot as a dish for infants and invalids, because it is so strengthening and easily digested.

You have but to acquaint your trade, Mr. Grocer, with the fact that you have St. Vincent Arrowroot and you can be sure of a steady sale. There's good money in it, too.

Write the Secretary for information and samples

St. Vincent Arrowroot Growers' and Exporters' Association

KINGSTOWN, - ST. VINCENT, B.W.I.

AGENTS: Wallace Anderson, 49 Wellington St., Toronto
L. H. Millen, Hamilton, Can.

Quality Counts

DO YOU KNOW THAT OUR

BROOMS

ARE MADE TO BRING REPEAT ORDERS, AND THEY DO.

TRY THEM!

Walter Woods & Co.
Hamilton and Winnipeg

Huntley & Palmers English Biscuits

A good line of biscuits is bound to bring the class of trade you are looking for.

Three good lines which are splendid sellers.
H.P. Shortcake, H.P. Puff Sandwich,
H.P. Popular (40 lb. Kegs)

We also have just received a fresh shipment including the following quick selling lines.

- **Acorn**
- **Alaska Wafers**
- **Arctic Wafers**
- **Boudoir**
- **Butter Cake**
- **Breakfast**
- **Carmencita, asst.**
- **Cinderella**
- **Concert**
- **Pantomine**
- **Chocolate Mxd.**
- **Coronation**
- **Creamy Fingers**
- **Cracknel Toy**
- **Crusoe**
- **Creamy Choc.**
- **Dessert**
- **Digestive, Rich**
- **Dinner**
- **Finger Shorthread**
- **Good Luck**
- **Grosvenor**
- **Henley**
- **Littlefolk**
- **Macatoon, Italian**
- **Monarch**
- **Nursery Rhymes**
- **Olive**
- **Orkney Shorthread Asst.**
- **Oriental Creams**
- **Pantomime**
- **Petite Beurre**
- **Puff Sandwich**
- **Phillipine**
- **Plantation**
- **Ratafias**
- **Reading Shortbread**
- **Regatta**
- **Shortcake**
- **Tea Rusks**
- **Universe**
- **Popular (kegs)**

Fenwick, Hendry & Co.
Manufacturing Wholesale Grocers
KINGSTON, ONTARIO, CANADA

TO THE COFFEE & TEA TRADE

Use Fancy Paper Bags

Adolph Kraut Co.

57 Warren St. New York.

BUY

"Redona" and "Matador"

SHELLED

ALMONDS

The most popular amongst the Grocery and Confectionery Trades

COSMELLI & COMPANY

Packers and Shippers of the well-known Red "C" and Red "B" Fruit Pulps.

Monument Buildings, London, England

THE McGREGOR PAPER BAG HOLDER.

HOLDS EVERY SIZE BAG FROM ¼ TO 10 LBS.

hangs right above the counter ready for use. Saves time, space and waste in bags. No hole punching or any extra trouble whatsoever, simply lay the bags in their respective compartments. Quicker service a certainty. No up-to-date store should be without one.

Selling Agents for Canada:
KILGOUR BROS.
21-3 Wellington St. W., Toronto

O. P. McGREGOR
Patentee and Manufacturer
411 Spadina Ave., Toronto

NATION'S

SPECIALITIES

Egg Powder
Custard Powder
Jelly Powder
Health Saline

Agents required where not already represented

E. J. NATION & CO., LIMITED
Bristol, England

APPLES

Before purchasing write for our quotations on the famous **Georgian Bay** apples. We will be packing from five to ten thousand barrels.

LEMON BROS.
Owen Sound, Ontario

New Year Greetings

To our customers.

The profits and general satisfaction given by "St. Nicholas" lemons is one of the pleasant features of Yuletide,

Franc Tracuzzi
Messina, Italy.

J. J. McCabe, Agent
Toronto, Ont.

German Mustard

"Duesseldorfer Senf"

Absolutely the best. Unrivalled by any French or English mustard. A fast seller. Put up in cases containing two dozen crock.

Ask your wholesale dealer or write to

Canadian Product & Importing Co.
Berlin - Ontario

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations

272 Pages
Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

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PUREST-CLEANEST
MOST RELIABLE
GET CATALOGUE
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TORONTO - MONTREAL
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Business Development

¶ *Do you ever feel that your present occupation prevents the development of your business talent?*

¶ *Many a young man is engaged in office or store clerking. Owing to the nature of the business, he has but a narrow range in which to exercise his talent. He cannot relinquish his position to seek one giving better opportunities and paying a larger salary. To do so would be to give up his only source of revenue, and someone may need his support. Yet it is imperative that he increase not only his business, but also his salary.*

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MacLean Publishing Co.,
143 University Ave.
Cir. Dept. **TORONTO**

Canadian Grocer
Wishes Its
Friends
A Very Happy and Prosperous
New Year

A Table Delight for Old and Young

Jelly, as a sweet at luncheon
or dinner, is unsurpassed—if
it is Chivers.'

Chivers' Table Jellies

owe their immense popularity to the fact that they are flavored with ripe fruit juices, from the finest fruit obtainable, and are prepared with exquisite care and scrupulous cleanliness. Chivers' Gold Medal Jelly is put up in fourteen distinct flavors, every one a wholesome and delicious table delight.

In these days of careful buying regarding purity, you can sell Chivers' and have a confidence in the sale that it will satisfy the most particular customer. Its excellence of quality will gain many repeats.

STOCK UP—THE PROFIT IS GUARANTEED.

CHIVERS & SONS, LIMITED

FRUIT GROWERS

HISTON - CAMBRIDGE - ENGLAND

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Accept our sincere thanks for your hearty co-operation with us during 1913. ∴ You have helped us break all past sales records with splendid increases. May the New Year bring you and yours health and happiness as perfect as the flower that lends its name to the tea that "is good tea."

T. H. Estabrooks Co.
LIMITED
Toronto St. John Winnipeg Calgary

Special Feature---"Lowering the Living Cost."

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII. PUBLICATION OFFICE: TORONTO, NOVEMBER 14, 1913 No. 46

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CONDENSED
MINCE MEAT
J. H. WETHEY LIMITED.
ST. CATHARINES, ONT.
ORIGINAL MANUFACTURERS FOR CANADA.

Wethey's has the taste that grows

With the first taste of Wethey's Mince Meat comes the permanent desire for more Wethey's.

The name "Wethey's" has always been connected with the standard of the mince meat world. It stands for purity, for quality, for value.

No matter what your trade may be—the lumber camp trade or the trade demanding the highest class goods, Wethey's gives them the best that the price can produce.

Wethey's Mince Meat is put up in all sizes of containers from the package shown above to the largest wooden tub.

Insist on your wholesaler supplying Wethey's,—or write us.

J. H. Wethey, Limited
ST. CATHARINES, ONT.

Makers of Jams **to H.M. King George V.**

By Appointment

Chivers' Jams

and Marmalades

Famous the world over for Purity, Quality and Flavour.

Made at the famous Orchard Factory in silver lined pans under ideal hygienic conditions.

Fresh Fruit and Refined Sugar Only. No Preservatives. No Artificial Colouring.

Put up in glass jars, tins, and pails.

Grocers everywhere report increasing sales.

Stock Chivers' Orchard Factory Jams and get the cream of the trade.

Now is the time to buy.

CHIVERS & SONS LTD
FRESHLY GATHERED FRUIT AND REFINED SUGAR ONLY
RASPBERRY JAM
PURVEYORS OF JAMS
TO HIS MAJESTY KING GEORGE V.
BY APPOINTMENT
THE ORCHARD FACTORY, HISTON, CAMBRIDGE, ENG.

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57 Water St.
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(British Columbia and Alberta)

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MONTREAL
(Canada and Newfoundland)

The Christmas Dinner

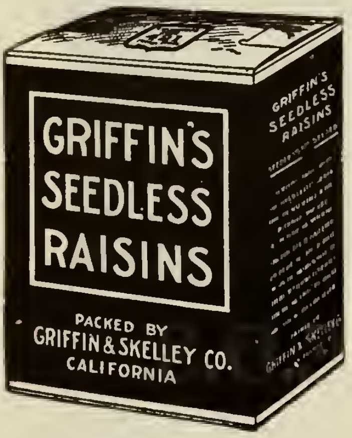
What is Christmas without the good old-time mince pie, the Christmas fruit cake, the plum pudding and the other good things that tickle the palate and make the "Day" a merry one. The good housewife, as you know, must prepare for this, the dinner of all dinners, some time ahead —She is preparing now. How is your stock?

Griffin and Skelley's Dried Fruits

are the finest that the world produces. They give the most complete satisfaction, are always fresh, finely-flavored and of a uniform quality.

Griffin's Seeded Raisins

is a distinctly fancy variety of absolutely seedless raisins, cured in the warm rays of "Old Sol," not by artificial heat. They are the most highly flavored, wholesome and the cleanest raisins that you can procure. They are known as the standard for evenness of quality and packing.



Griffin and Skelley's Canned Meats and Vegetables

represent the heighth of perfection in fruit and vegetable growing, preparing and canning. They are the safe goods you can handle from your own standpoint, as well as your patrons. We carry a full line.

Griffin's Asparagus

Grown in the Griffin and Skelley private beds on the banks of the Sacramento River, the young and tender blades of the asparagus are picked, prepared and packed within an hour. This ensures their retaining their exquisite flavor—the flavor for which G. and S. Asparagus tips are known.

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Sell the larger pails and increase your turnover and profits

and at the same time give your customers more for their money. Try it out, tell them about the larger quantity, etc., the results will be to your satisfaction.

E.D.S.

Jams and Jellies

are as pure as they are good—

Only the finest selected fruits, largely grown on our own orchards, and pure cane sugar are used. They are carefully prepared in a factory that is a model for sanitation and perfectness of equipment. Every pail or jar of E.D.S. Jams and Jellies is brim full of Pure fruit deliciousness.

Made only by

E. D. SMITH & SON
LIMITED
WINONA, ONTARIO

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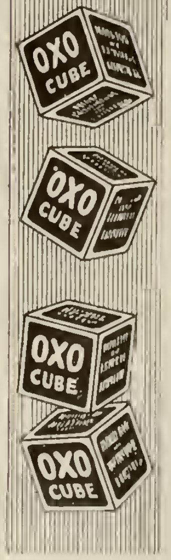

We create new business by sampling your customers—by using both Painted Signs and Posters.

We send window trims that are both unique and attractive.

We supply counter and store signs.

And we advertise OXO CUBES in the leading newspapers and magazines—especially those which go into the homes.

With these helps—and the prestige which OXO CUBES have already gained—there seems no reason why you should not stock OXO CUBES this winter and make the excellent profits that hundreds of other grocers are making on OXO CUBES.

Write for prices of special terms to the trade.

Corneille David & Co.

Toronto Montreal Winnipeg St. John, N.B.

Every Household Has Use for Arrowroot!

Day by day hundreds of people are learning the wonderful food properties of St. Vincent Arrowroot. Large manufacturers of biscuits and chocolates find that their products which contain this popular food are the choice of consumers.

ST. VINCENT ARROWROOT

can be made up into so many and so delightful dishes that its popularity is easily explained. Medical science is loud in its praises of St. Vincent Arrowroot as a dish for infants and invalids, because it is so strengthening and easily digested.

You have but to acquaint your trade, Mr. Grocer, with the fact that you have St. Vincent Arrowroot and you can be sure of a steady sale. There's good money in it, too.

Write the Secretary for information and samples.

St. Vincent Arrowroot Growers' and Exporters' Association

KINGSTOWN, - ST. VINCENT, B.W.I.

AGENTS: Wallace Anderson, 49 Wellington St., Toronto
L. H. Millen, Hamilton, Can.

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EAGLE BRAND
Trade Mark of BORDEN MILK COMPANY LIMITED
GAIL BORDEN
EAGLE BRAND
by which their PRESERVED MILK will hereafter be designated and for additional protection against imposition each Label will bear the signature.
Gail Borden
BORDEN MILK COMPANY LIMITED
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A Trio of Leaders

Prepared with scrupulous care for thinking people—who know what they want.

Borden Milk Co., Limited
"Leaders of quality"
MONTREAL
Branch office: No. 2 Arcade Building
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THE NEW HOME OF

PERRIN'S BISCUITS

LONDON CANADA

The high cost of meat and the low cost of "Simcoe" Baked Beans

The high prices on meat and the high cost of living in general makes people judicious in their buying. Many are substituting **"Simcoe" Baked Beans** in place of meat—each tin contains as much nutriment as a pound of beef steak.

Being carefully prepared by the most scientific process, **"Simcoe" Baked Beans** have a rich, nutty flavor which is unsurpassed by even the best home-baked.

Put up both Plain and with Chili and Tomato Sauces. It is up to you to supply your patrons. Have a good stock of "Simcoe" Brand on hand.

Dominion Canners, Ltd.

HAMILTON, ONT.

E. D. Smith's
The Jam like Mother made
100% Pure

The kind that brings back satisfied customers.

Complete stocks carried by your wholesaler.

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MASON & HICKEY, Winnipeg

Branches: REGINA, SASKATOON, CALGARY and EDMONTON

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are just ideal where nourishment and warmth and ease of preparation are valued.

Contents of one packet make a quart of rich, nourishing soup, a plateful of which, with bread, offers a delicious, sustaining meal

There are eleven varieties—each distinctive, each delightful

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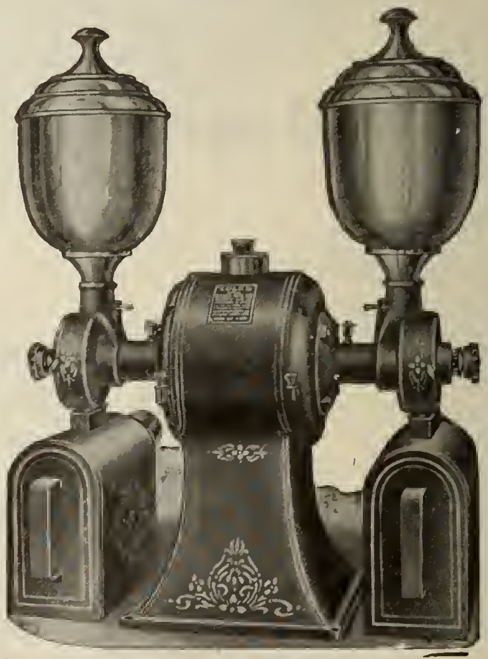
More Than Ever in a Class by Itself

One of our 12 new models. Wouldn't it be a good idea then to look into the Coles? It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



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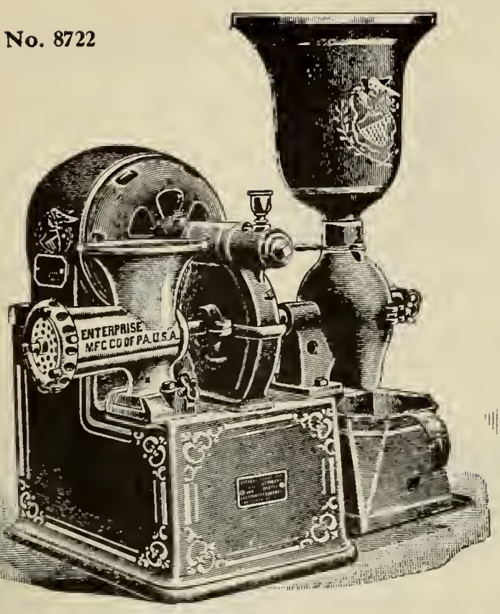
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MFG CO OF PA. U.S.A.

Machines
with a character
that is unapproachable

ENTERPRISE

Coffee Mills and Choppers

The efficiency of Enterprise grinding has long been well-known and appreciated by the trade throughout Canada and the United States. The strong grinders of the coffee mills cut keen and sure without powdering, giving a result equal to steel.

The meat and food choppers are fitted with keen edged knives that revolve against a perforated plate, causing the food to be cut rather than crushed or mangled.

Every Enterprise machine gives the maximum of satisfaction, is strong, durable, all parts are interchangeable which gives it lasting qualities. Quality, fair price and service mark Enterprise Machines as the standard.

Write to-day for Complete Enterprise catalogue.

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Patented Hardware Specialties
Philadelphia, - U. S. A.

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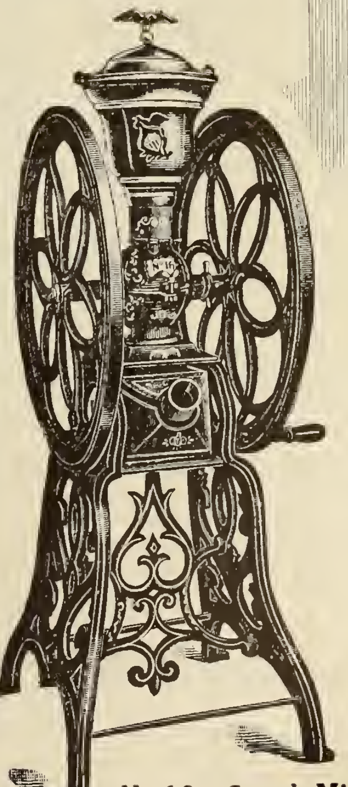


No.16—Stand Mill

Tartan BRAND
THE SIGN OF PURITY

IN STORE—

Full assortment of Mediterranean and California Dried Fruits, Nuts, etc. Prunes, Figs, Dates, Malaga, Valencia and Suitana Raisins, Thompson Seedless, Seeded Muscatels, Fancy French and Italian Glace and Crystalized Fruits, and Canned Goods.

'Phone at our expense a trial order. We solicit your inquiry.

TARTAN Brand Groceries, Spices, Canned Goods are trade winners.

BALFOUR, SMYE & CO., Wholesale and Manufacturing Grocers **HAMILTON**

OLD CALABAR

DOG AND PUPPY BISCUITS

Agent—KENNETH H. MUNRO, Montreal

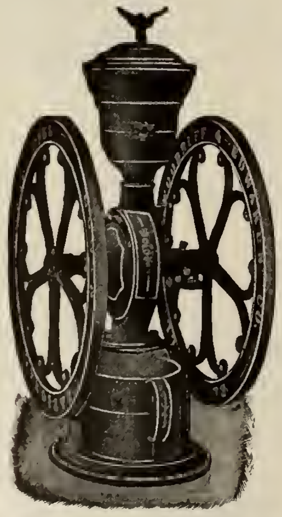
CHAMPION PRIZE DAIRY ENGLISH STILTONS

SEVEN 1st PRIZES AND SILVER CHAMPION CUP 1913

WRITE

TUXFORD & NEPHEWS
MELTON, MOWBRAY, ENGLAND

The Elgin Mills are guaranteed the fastest grinders according to their size.



No other coffee mill corresponding in size with any style of the Elgin will grind as fast. It is so constructed that it grinds perfectly and runs easily with very little effort on the part of the operator, and with no expense whatever.

It is equipped with special adjusting device and the new style force feed steel-cutting grinders.

The Elgin National Coffee Mills are used by thousands of the best grocers and institutions in Canada and the States. Write for our new catalog to-day.

MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

When Salt is Salt and not combined with a mixture of cheap ingredients, the housewife gets full value for her money and not otherwise. Pure Salt goes farther and gives infinitely better results.

Century Salt is salt in its purest, unadulterated form. It is the salt as it comes from Mother Earth, refined and purified to the last degree. We give prompt shipment.

THE DOMINION SALT Cº LIMITED
SARNIA, ONT.

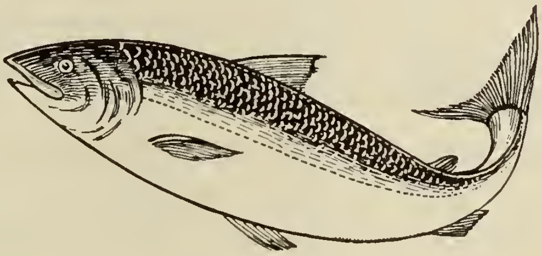
SALMON

FINEST BRITISH COLUMBIA

SOVEREIGN

Caught in Salt Water
and Canned Immediately

SOCKEYE



Anglo-B.C. Packing Co., Ltd.

H. Bell-Irving & Co., Ltd.
VANCOUVER, B.C.

HOLLY LEAF

Quality is Our First
Consideration

W. G. PATRICK & CO., LTD.
Direct Importers
77 YORK ST.

JUST A CARD

To advise you that our first shipment of new season's 1913 Acme Brand Shelled Walnuts have arrived; quality excellent.

Write or see our salesmen for quotations on these.

W. G. Patrick & Co., Ltd.

TORONTO MONTREAL WINNIPEG VANCOUVER

Little things for the Christmas Cake and Pudding.

ROYAL SHIELD
BRAND OF GOODS

"Royal Shield"

SHELLED NUTS, RAISINS, CURRANTS, PEELS, SPICES, BAKING POWDER, EXTRACTS

Our several stocks are now replete with this season's importations of Table and Cooking Figs, Table and Dessert Raisins, Currants, Peels, Nuts and Spices.

These goods are guaranteed, and may be handled by you with perfect confidence.

Get our prices on Canned Fruits and Vegetables.

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Campbell, Wilson & Adams, Ltd.
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REGINA

WHOLESALE GROCERS & IMPORTERS

Length, 425 feet. Height, 115 feet. Depth, 120 feet.
Capacity: 200,000 Barrels a year.

THE FRONTENAC BREWERIES, the finest, largest and best equipped in Canada

Convinced that the time has come for Canada to possess a large, modern Brewery, equipped for the production of beer to equal the best imported beers—a group of Canadian business men—after devoting three years of study and effort — helped by experts and with large Capital at their disposal—have erected and equipped the monumental brick, steel and cement brewery buildings, located opposite Mile End Station—which will be known as

THE FRONTENAC BREWERIES

This model Brewery, in charge of expert brewers, now produces

FRONTENAC BEER

The Peer of the best imported Beers. Domestic in price—Imported in quality.
Frontenac Beer on sale October 21st.

THE FRONTENAC BREWERIES LIMITED, MONTREAL

BLUEBERRIES
AND
SARDINES

are good stocks to-day, and while present stocks last we will sell:—

BLUEBERRIES in QUART SEALERS packed by J. S. Wells, Ltd., White Haven, N.S.	1 doz. cases at $3.00 per doz. These are hand packed goods and are exceptionally fine.
SARDINES, KING EDWARD BRAND (Norwegian).	100 tins to the case, $9.00 per case. The Sardine fishing in Norway was practically a failure this year. We were fortunate in securing an early supply of this excellent Brand and while worth more money to-day, yet while stock last we will sell at above figure.
MAIL ORDERS. We have the stock and facilities to ship promptly. Try us.	

Fenwick, Hendry & Co.

Importers and Manufacturing
Wholesale Grocers

KINGSTON, ONTARIO, CANADA

A STORY OF GROWTH

The story of GIPSY is a narrative of the stimulus of competition. To make stove polish better than it was ever made before, and to keep on doing so; to give satisfaction to the user, and a reasonable profit to the grocer was, and is, the policy responsible for the continued growth of GIPSY sales.

Push

GIPSY

Stove Gloss

and let us grow together.

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33, Front Street, E. TORONTO.

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For Manitoba, Saskatchewan & Alberta:
NICHOLSON & BAIN, Winnipeg, Regina, Saskatoon, Calgary and Edmonton.

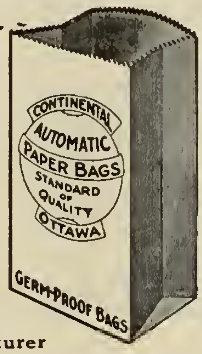
For British Columbia and Yukon:
CREEDEN & AVERY, 118, Homer Arcade, Vancouver, B.C.

ASK YOUR JOBBER.

Any of these firms will supply you

Continental Germ-Proof Grocery Bags

Reinforced Automatic Opening,
Square bottoms.



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by the
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RED RIDING HOOD BRAND

5 lb. SLIP TOP CAN

5 lb. SLIP TOP CAN

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Toronto—Lind Brokerage Co., 47 Wellington St. E.
Ottawa—E. M. Lerner & Sons, 11 York Street.
British Columbia and Yukon—Kirkland & Rose, 312 Water Street, Vancouver.

MODERN GROCERY EQUIPMENT

Adds an air of distinction to your store —and

ATTRACTS TRADE.

The "Walker Bin" System

will save 25% of your floor space and also of your expense for skilled salesmen.

Is this worth your consideration?

We manufacture the best in show cases and refrigerator counters.

Write now for illustrated catalogue and estimates.

Walker Bin & Store Fixture Co.,
LIMITED

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TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.

ARE YOU THE MAN AT THE HELM?

Are you running your ship of business along the shortest and safest course to the harbor of success? Or are you going a roundabout way, scratching and scraping along the rocks of loss and failure.

Get in the right course, be on the lookout for new thoughts, ideas, schemes, etc., and you will have a successful run.

STORE MANAGEMENT COMPLETE

is a guide that will show you how to get the maximum trade and profit out of your business. This book is written by Frank Farrington (a companion book to "Retail Advertising Complete.") It tells all about the management of a store. The following is a synopsis of one of the chapters:

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"Store Management—Complete" is bound in cloth, contains 272 pages, 16 full page illustrations, and 13 chapters. $1.00 brings this book to you postpaid. Money refunded within 10 days if not satisfactory.

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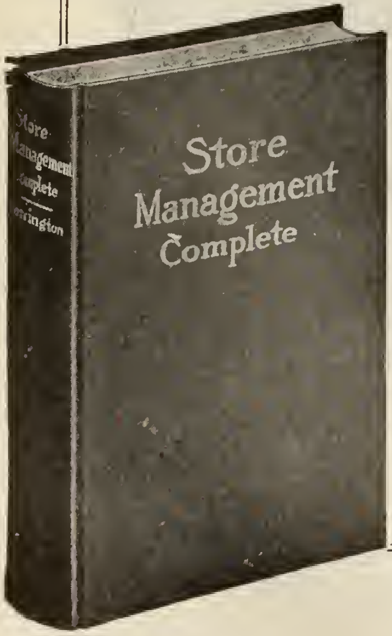
Store Management Complete
Store Management Complete Farrington

What About Your

Christmas Trade

Mr. Grocer?

Clark's Mincemeat

will be one of your best sellers

The purest, the best, the most convenient

READY FOR USE

In all sizes. Cans, Pails, Barrels and Glass

Clark's Concentrated Soups

CHATEAU BRAND

Every variety, best of quality,
and prices right

NO BETTER SOUP ON THE MARKET

Clark's English Plum Pudding

Sizes 1 and 2.

Prepared from the very finest selected fruits, spices, etc. An attractive package, and a first class seller. Get the prices from your jobber.

STOCK UP NOW

W. Clark Limited, Montreal

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

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Brantford Cold Storage Co.
LIMITED
Wholesale Produce Merchants
If you are in need of
HONEY
In any quantity write us for quotations
BRANTFORD, ONT.

Headquarters for White Beans and Evaporated Apples.

W. H. MILLMAN & SONS
Wholesale Grocery Brokers
Toronto, Ont.

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents
and Importers
77 York St. - Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Morrow and Company
39 Front St. E., Toronto
Cereals
We buy and sell rolled oats, oatmeal, rolled wheat, pot and pearl barley, split peas, cornmeal, white beans, wheat breakfast foods, buckwheat, Graham and whole wheat flours, English and Canadian boiling peas.

The
Condensed Ad.
page
will interest you

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LTD.
Wholesale Grocery Brokers & Manufacturers' Agents.
WINNIPEG
We solicit accounts of large and progressive manufacturers wanting live representatives.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our Position is your opportunity.
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Eastern Manufacturers Limited
Manufacturers' Agents,
Saskatoon, Saskatchewan.
Cover Northern Saskatchewan completely. The jobbing trade in Saskatoon, Yorkton, North Battleford and Prince Albert is visited daily. We want to represent you in this large and growing territory.

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IMPORTER, WHOLESALE BROKER and MANUFACTURERS' AGENT.
Trade Established, 15 Years
Domestic & Foreign Agencies Solicited

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NORTH-WEST SPECIALTY CO.
Manufacturers' Agents
Cover Saskatchewan completely. All large centres visited monthly. Open for agencies for all kinds of Store Fixtures and Specialties. Warehousing facilities.
Suite 109, Willoughby-Summer Block,
Saskatoon, Saskatchewan.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

RUTTAN & CHIPMAN
WHOLESALE GROCERY BROKERS
and
MANUFACTURERS' AGENTS
Fort Garry Court, Main Street.
Winnipeg - Canada

SIMPSON PRODUCE CO. Winnipeg Man.
Will be pleased to discuss with agents or manufacturers of Bakers', Butchers' or Grocers' specialties, the introduction of their lines to the Prairie Provinces—we go direct to the trade or through the Jobbers.
Dealers in High Class Produce and Provisions.
Simpson Produce Co. 248-252 Princess St.
Winnipeg, Man.

LEADLAY LIMITED
332 Bannatyne Ave.,
Winnipeg, Man
Grocery Brokers & Importers
"Foster-Clarkes Cream Custard."

Manufacturers' Agents and Brokers' Directory

(Continued.)

BRITISH COLUMBIA.

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
352-6 Cambie St., Vancouver, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

O'Loane, Kiely & Co., Ltd.
WHOLESALE GROCERY BROKERS
CANNED GOODS, DRIED FRUITS, ETC.
CANNED SALMON A SPECIALTY
We cover British Columbia and Alberta
Head Office - - Vancouver, B.C.
Reference : The Bank of Montreal.

The CAMPBELL BROKERAGE CO.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street . Vancouver B. C.

NEWFOUNDLAND.

E. O. CORNISH
COMMISSION AGENT
Canned Goods a Specialty
821 Pender St. W., Vancouver, B.C.

McCANN & LANGFORD
Winch Building Victoria, B.C.
Manufacturers' Agents and Commission Brokers.
We can give special attention to a few good agencies. Anything we handle we push
References: Bradstreets, Royal Bank, Union Bank.

T. A. MACNAB & CO.
ST. JOHN'S NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

When writing advertisers kindly mention having seen the advertisement in this paper. : : : :

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

WORLD RENOWNED
C.F. St.&C°
BRAND STUHR.

STUHR'S
GENUINE CAVIARE,
FILETS D'ANCHOIS
(naturels),
ANCHOVY PASTE.

"Please ask for our offer."

C. F. STUHR & CO., HAMBURG.

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'
KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.
Wellington Mills, London, England

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you.
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia.
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

are a simple but effective remedy in all forms of headaches—a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation —Nervine Powders—is rapidly winning its way.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—
Name ....
With (Name of firm) ....
Street ....
City or town .... Prov..........

JAPAN TEAS

Furuya & Nishimura

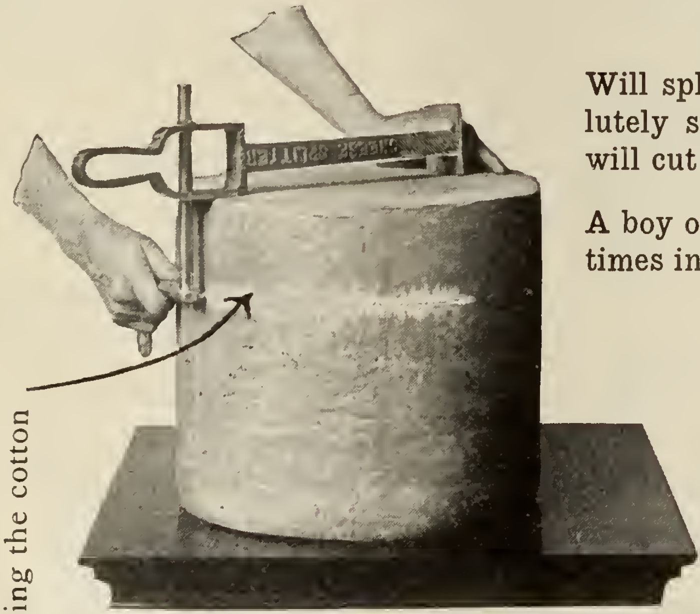
Comfort Soap's Latest Premium

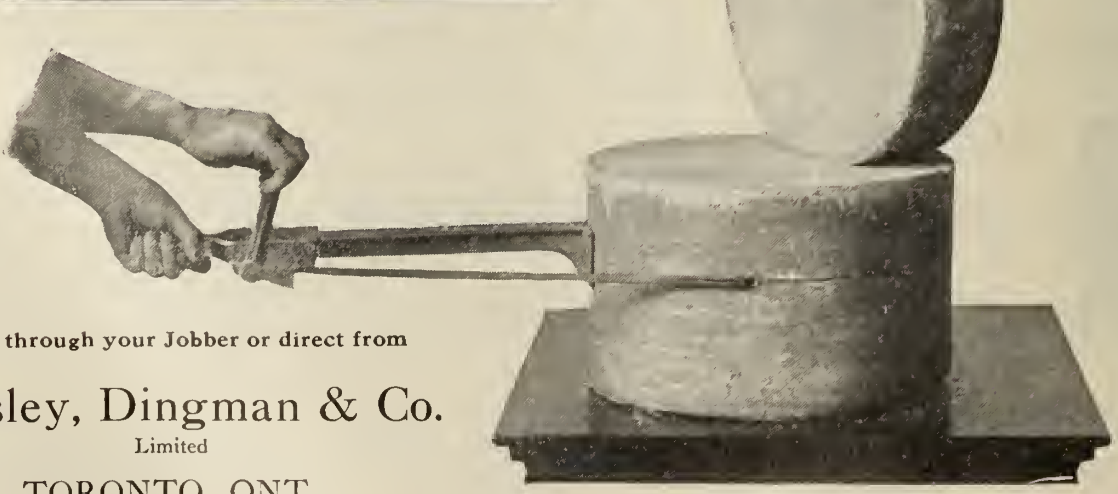
This **CHEESE SPLITTER** given **FREE** with 10 cases of Comfort Soap or with 5 cases and $1.50.

Will split your cheese any thickness, absolutely straight, so that your cheese cutter will cut the correct weight.

A boy or girl can split an 80 lb. cheese four times in five minutes.

Will last a lifetime.





Order through your Jobber or direct from

Pugsley, Dingman & Co.
Limited
TORONTO, ONT.

St. Lawrence

Granulated

the Canadian Standard of Quality. 100% Pure Cane Sugar.

The final estimate of the present Cuban crop for 1912-1913 is 2,428,537 tons, being over 500,000 tons larger than the preceding year. On the other hand, the last estimate of the European beet crop for this season is about 500,000 tons less than last year.

JOHN DIAMOND

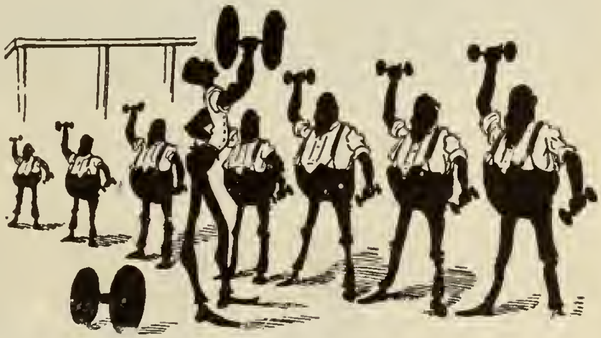
458 NORTH THIRD STREET, PHILADELPHIA, U.S.A.

MANUFACTURER OF

Shoe Blackings **Shoe Dressings** **Laundry Blues**
American Stick Blue **Stove Polishes**
Inks, Mucilage and "Ink-Out" **Pure Petrolatum Pomades**
Electric Paste Stove Polish

FOR SALE BY ALL FIRST CLASS JOBBERS IN CANADA

To add strength to your business prestige and to develop your profits you must feature and put your selling "push" behind high quality,



staple lines. Fish is an economical and nutritious food—people know this and buy accordingly. They patronize the dealer who handles

OCEAN BRAND
- Haddies
- Kippers
- Bloaters

OCEAN BRAND
- Plump
- Fillets

CANADA BRAND
- Pure
- Boneless
- Cod

The best from the Northern Waters of the Atlantic. They are quality all through.

NORTH ATLANTIC FISHERIES, LIMITED
MONTREAL

Chocolates

Made by **Bond, Limited,** Bristol, England
are the high-water mark of quality.

Pastelles and Gums

Made by **Carsons, Limited,** Glasgow, Scotland
are an ideal combination of pure
fruit and gums.

MESSRS. DAVIDSON, McBEAN & CO., LTD.
86 Wellington Street West, Toronto

have a full range of samples on show in their sale-room.

From the big Forest City House of Quality and Square Dealing

"CLUB HOUSE" BRAND
SPANISH OLIVES

The finest Seville Olives, pure brine, made with healthful water from our own Artesian well, form the basis of the most satisfactory Olive business you can get—this is the "Club House" formula.
Put up in different sizes of bottles. Satisfaction guaranteed.

Send for a Trial Order.

Gorman, Eckert & Co., Ltd.
London, Ontario
Western Selling Agents
MASON & HICKEY
WINNIPEG

WINDSOR

You want to sell what your customers want to buy.

You *know* that practically every one of your good customers wants Windsor Salt—which is a good reason for your handling it, isn't it?

SALT

A unique feature!

FATIMA

are the only TURKISH CIGARETTES which come

20 in a package

This idea is enough out of the ordinary just at present, to attract attention.

And the cigarettes are so fine and fragrant—so thoroughly satisfying—that their sale is increasing rapidly. Have you enough FATIMAS on hand to meet this big demand?

HANDLED BY ALL THE WHOLESALE TRADE.

HAVE YOU BEEN AFTER THE TEA PEDLAR?

You can put him out of business if you try. Never as good a chance as right now.

He is selling wretchedly poor tea, and having trouble with his customers.

Go after these customers that are rightfully yours, and sell them a standard brand of package tea like RED ROSE, a tea that ***the pedlar cannot imitate nor buy.***

One of your good clerks, with a package of RED ROSE Tea in his hand, could in a couple of days bring in orders that would surprise, and we are sure, greatly please you.

It's really worth trying.

RED ROSE TEA

"is good tea"

Good Day! Do you like French dishes?

You do? Good! You are not the only one who does. Your customers, too, may like to dine at home as they would in one of the famous restaurants of Paris, and without trouble or great expense. You agree? Then write

MESSRS. RAYNAL and ROQUELAURE
of CAPDENAC (AVEYRONS), FRANCE

They will send you a list of their 200 dishes, all packed in boxes and ready for serving at table.

They have revoltionized the food question in Europe.

You will probably find it to your advantage to demonstrate an early interest in a line which will soon be in demand throughout the Dominion.

"IF"

that little word "if"—

If those grocers in Canada who from time to time have been F-I-N-E-D for selling adulterated spices had stocked **PURE GOLD** products they would have been spared the ignomy of facing the magistrate.

If you are stocking **PURE GOLD** products you can face both **customer** and **inspector,** and with the knowledge that you are selling only the purest products.

How can you afford to jeopardize your prestige—your standing in the community and your reputation by selling products about which you are not **absolutely sure?**

Stock Pure Gold and **be sure.**

**Pure Gold
Manufacturing Co.**
TORONTO

IRISH MILK

From Ireland

SWISS DAIRY BRAND

Sweetened Condensed Milk

Price $3.85 Per Case
of 4 dozen pound tins.

Freight allowed on 5 case lots up to 40 cents cwt.—3rd class.

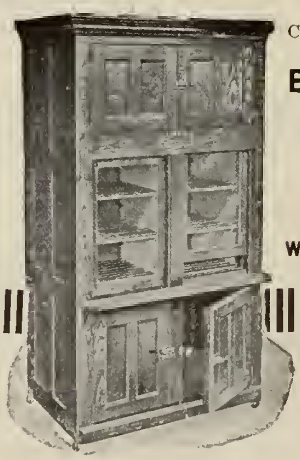
A 10c. line with a Large Profit

Kirkwood & Sons
176 Dupont St., Toronto, Canada

Just cold enough to keep the foodstuffs at their best.

An artificial ice system or a refrigerator that freezes the goods is most impractical for the average Grocer and Butcher. Foodstuffs that are frozen deteriorate more quickly when taken from the freezing atmosphere. Many products, such as eggs, products put up in jars, etc., are a total loss when once frozen.

The **Eureka Refrigerator** does not freeze; but it keeps up a constant circulation of pure, dry, cold air, carries off the impurities, and keeps the produce at its best. The **Eureka** is the refrigerator for you. Built in all sizes for Grocers' and Butchers' use.



Catalog and Prices sent on request.

**Eureka Refrigerator Co.,
Limited**
54 Noble Street TORONTO
Montreal Representative
JAMES RUTLEDGE,
Tel. St. Louis :076
Distributing Agents,
Walter Woods & Co., Winnipeg

MAKES IT POSSIBLE

For every grocer to build up and maintain a large and profitable tea trade.

To dispense with at once the necessity of carrying a large stock of tea, deteriorating in quality and eating its head off in interest.

To secure a speedy, actual and protected profit on all sales, and to put the tea pedlar out of business.

To serve your customers with the finest tea grown, fresh and fragrant from the tea gardens of Ceylon.

"SALADA"

LONDON, ENG. 41 Eastcheap
NEW YORK 100 Hudson St.
BUFFALO 78 W. Genesee
TORONTO 32 Yonge St.
MONTREAL St. Paul St.
BOSTON 34-35 S. Market St.
CHICAGO 361 N. River St.
DETROIT Shelby Block
Branches also in Pittsburg and Philadelphia

Ad. Writing Contest For Dealers and Clerks

For the best written Christmas newspaper advertisement sent to Canadian Grocer, a prize of $5 will be given.

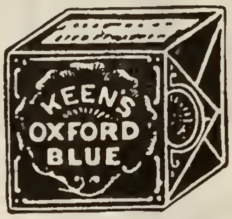
Each contestant must make the ad. refer to Christmas goods and all entries must be mailed on or before Dec. 31st.

This contest is open to Canadian and Newfoundland grocers and clerks.

Decide now to come in. Enter as many ads. as you desire.

Address:

The Editor, The Canadian Grocer
143-149 University Avenue, Toronto



KEEN'S OXFORD BLUE

It's a compliment to the good judgment and taste of the modern housewife to suggest KEEN'S OXFORD BLUE to her, for she knows it is the "Old Reliable."

Don't let your stock get low.

Keen's Oxford Blue Never Deteriorates.

FOR SALE BY ALL THE CANADIAN JOBBING TRADE

MAGOR, SON & COMPANY, Limited

403 St. Paul Street, Montreal
30 Church Street, Toronto
Agents for the Dominion of Canada

This is CROWN BRAND Weather

"Chill November's icy blast" means that the body requires heat-producing, tissue-building foods.

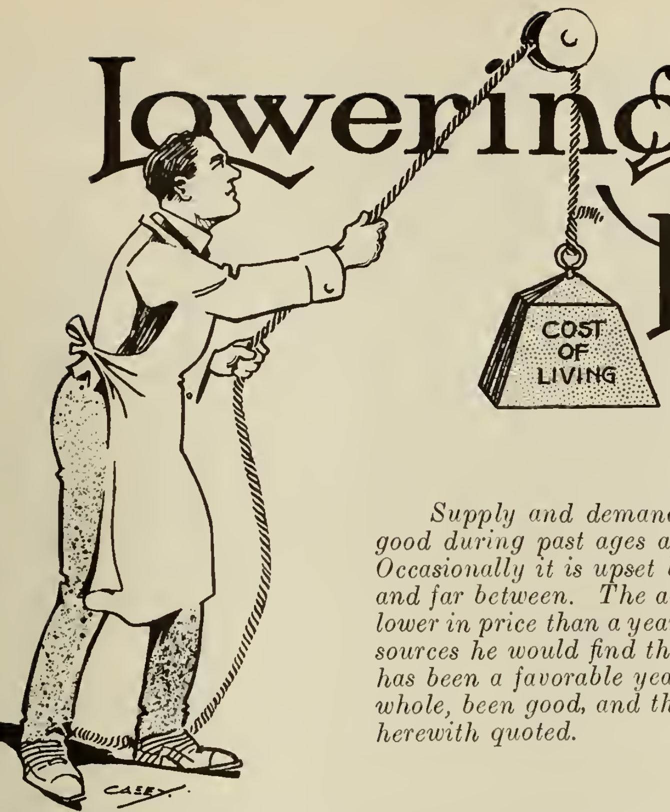
Crown Brand Corn Syrup

is a good thing to suggest to your customers during the winter months, because of its body-building qualities.

Your customers should have CROWN BRAND once—after that it's "a matter of course."

THE CANADA STARCH CO. LIMITED
MANUFACTURERS OF THE
EDWARDSBURG BRANDS
Cardinal and Brantford
Montreal, Toronto, Calgary, Vancouver

Lowering The Living Cost



Supply and demand make the price. This inevitable law has held good during past ages and it is likely it will hold good for many more. Occasionally it is upset by stronger outside forces, but these cases are few and far between. The accompanying article deals with foodstuffs that are lower in price than a year ago and if one were to follow the changes to their sources he would find that they were due to increase in production. This has been a favorable year in a great many countries. Crops have, on the whole, been good, and this largely accounts for the many declines in price herewith quoted.

DID anyone say the cost-of-living was still on the incline? Where did the news come from, and from whence the proof?

If it is going up, what part do staple foods play in the rise? Is it to be taken for granted that they are ALL higher than this time a year ago or shall we "stop, look and listen" and determine the truth of the matter? Coal, we know, is higher and there are no appreciable declines in dry goods, boots and millinery. Neither have fishing rods, guns, automobiles or pianos shown many signs of reaching lower depths, but what about staple foods that everybody uses every day at every meal!

An Extensive Drop.

Just take a glance at the accompanying list of groceries—staple groceries, please remember—that are not as high to-day as they were in November, 1912. On the next page is a table showing the entire list and giving the comparisons with prices existing a year ago. These figures are, of course, from wholesaler to retailer (Toronto market), but at least 95 per cent. of the goods quoted can be bought more cheaply by the consumer to-day than at the corresponding period in November of 1912.

Read this list over once again. Now what has the consumer—that is the one complaining of the high cost of living—got to complain about? Can he not buy sugar, rice, beans, flour, rolled oats, potatoes, lard, honey, butter, cheese, canned tomatoes, peas, beans, salmon, strawberries, raspberries, peaches, pears, cherries and plums, etc., cheaper than year ago? Here is a variety of wholesome fare that will surely keep him alive for a considerable period. Several, too, of these goods are now lower in price than they have been for years, so that, evidently, if the poor or oppressed seeks to live cheaper this winter than last, or for several winters past, he should make a clear study of the goods that have declined in prices. He can surely "lower the living cost" and still consume healthy and wholesome foods, the quality of which has not been impaired.

The Part of the Retailer.

Here's where the retailer comes in. Those dealers who have been listening to the cry of high-cost-of-living from many of their customers have a good chance to help them this coming winter. It need scarcely be suggested how—the course is plain. But what should be the methods? Several present themselves as part of a good, strong, selling campaign boosting along these cheaper staple goods to those who cannot afford the others and more expensive ones.

*LOWER PRICES
FROM YEAR AGO*

Butter,
Beans *Cheese*

Cornmeal *Currants*

CANNED GOODS
Corn *Peaches*
Peas *Plums*
Tomatoes *Pears*
Salmon *Raspberries*
Cherries *Strawberries*

Flour *Rolled Oats*
Honey *Rolled Wheat*
Lard *Raisins, Val.*
Lemons *Sago*
Potatoes *Sugar*
Rice *Syrup*
Tapioca.

First comes a lower cost-of-living window display. This presents a splendid opportunity to show samples of all these goods as well as probably those which have remained staple in price so far as the last few years are concerned. Necessary in such a window would be a show card or two calling attention to the nature of the display. Suggestions for wording of these cards are:—"Lowering the Living Cost;" "Cheaper Than a Year Ago, Quality Same;" "Wholesome Foods at Lower Prices;" "The Chance You Have Been Looking For," etc., etc. Two or three of such cards would be almost necessary if the proper idea is to be conveyed to the passing public.

Connected up with this display there should be a strong newspaper ad. or two calling attention to it and quoting retail prices to show that these goods are to-day lower than during last November. A show card or two inside the store will also add to the drawing power of such a campaign.

Here is a splendid chance for dealers in a community where price will be a big consideration this winter with many people, to secure new trade as well as some good healthy permanent advertising. Now is the time to act. Get in on the opportunity first and secure the results that are bound to follow. Plan at once. Capitalize the idea immediately. The chance is yours.

Sugar Market Much Lower.

Coming to a consideration of these items one by one, sugar may be considered as ranking well up among the most important of staple groceries, and being probably without a rival as the one used most universally. In a comparative list which appeared in the Fall Campaign number of Canadian Grocer on October 10 it was shown that sugar was over $2 per cwt. lower than in 1890. The comparison given in this article shows it is 35 cents lower per cwt. than one year ago, and $1.45 below the quotation of two years ago. At that period sugar had reached the highest point in twenty-two years owing to the scarcity of raws. Since that time the situation has been growing better gradually.

Butter Below Last Year.

Butter is a close second to sugar for everyday use. The advantage over last year is not so pronounced—one cent for creamery and two cents for dairy (both prints and solids), but it is quite appreciable. This fall, owing to the open weather, the supply has been very plentiful, and Western Canada has gone farther in looking after itself, so that outside demand has been unable to firm up the market as it did in the fall of 1912. In addition, stocks have continued heavy.

Rice, Tapioca and Sago.

Rice is cheaper owing to favorable crop conditions chiefly. Last year Far East reports were not optimistic. Sago, brown, is 1 to 2 cents lower, and tapioca, usually classed with it, is cheaper for medium pearl by 1½ cents per lb. Seed pearl is also 1 cent cheaper, but flake 1½ cents higher this year.

Record for Beans.

Beans are 40 per cent lower this year, and hold the record for the whole list. Conditions are reversed compared with last year. At this time Canadian beans were just beginning to come in, and were of such poor quality that nearly all buying had to be of Austrians, and this continued throughout the year. This year the Ontario crop is the best for years, so far as quality goes, and quantity seems pretty good. Austrians have taken a back seat, and few, if any, importations have been made, nor are likely to be. Primes are $1.85, compared with $3.10 one year ago, and hand-picked at $2.15, instead of $3.25. Low prices are likely to rule for months.

PHOTOGRAPHS WANTED.

Canadian Grocer would appreciate a photograph of any window dressed with goods that are lower than last year, or that are no higher. Will dealers and clerks kindly send them to the Editor.

TABLE OF COMPARISONS SHOWING PRICE DECLINES

	1913.	1912.
Sugar, extra granulated, 100 lbs.	4.50	4.85
Butter, creamery prints	28	.29
Butter, dairy prints	.22-.24	.24-.26
Rice, plain rangoon, lb.	.03½-.04	.04-.04½
Sago, brown, lb.	.04½-.06	.06½-.07
Tapioca, medium pearl	.05	.06½
Beans, prime Canadian, bushel	1.85	3.10
Beans, H. P. Canadian	2.15	3.25
Raisins, Valencia, lb.	.08	.09
Currants, filiatras, lb.	.06½	.07½
Dates, Fards, 12-lb. boxes, lb.	.08½	.09½
Lemons, Verdelli, case	4.25	6.00
Syrup, corn, 2-lb. case	2.50	2.55
Potatoes, Ontario, bag	.95-1.00	1.00-1.10
Potatoes, sweet, bbl.	3.50	4.50
Flour, Manitoba, 1st pat.	5.30	5.70
Flour, winter wheat, 90 p.c.	4.10	4.40
Cornmeal, 25-bag lots, bag	2.20	2.25
Rolled oats	2.22½	2.50
Rolled wheat, 100-lb. bbl.	2.80	3.00
Pure lard, tierces, lb.	.14	.14½
Cheese, new, large, lb.	.14	.14¾
Honey, clover, 60-lb. pails	.10-.11	.12
Canned goods—		
Salmon, B.C. sockeyes, 1-lb. talls, doz.	1.95	2.87½
Strawberries, 2's H.S., doz.	1.92½	2.15
Raspberries, 2's H.S., doz.	1.92½	2.02½
Peaches, 2's H.S., doz.	1.27½	1.50
Pears, 2's, Flemish, doz.	1.52½	1.77½
Plums, 2's, Green gages, doz.	1.07½	1.30
Cherries, 2's, black, pitted	1.92½	1.97½
Corn, 2's	.92½	.97½
Peas, 2's, sweet wrinkled, doz.	.87½	1.35
Tomatoes, 3's, doz.	1.00	1.37½

The above comparisons show a lengthy list of staple groceries that are lower in price than year ago, in spite of the high-cost-of-living talk—a formidable array, is it not?

Reversal in Raisins.

Raisins also are in a reversed position compared with last year. Then Valencias were scarce and high; while Californias were plentiful, and so low that an amalgamation of growers was formed after the season was well advanced, the claim being made that prices were lower than cost of production. There is no danger of a similar claim being made this year; promptly two cents was added to last year's, with the result that buyers are not backward in declaring they will "wait for more reasonable figures." Valencias, as had been known for months, started in at lower quotation than last year, and promise to remain there.

Other Dried Fruits Lower.

Currants were not affected by Balkan war, and it looks as if present reduction of cent a pound over 1912 will continue. This applies to nearly all grades, Filiatras, Patras, Vostizzas, etc.

So far as dates are concerned, comparison is a little difficult, as new crops are just arriving and prices are apt to fluctuate for a few weeks, according to size of shipments. Indications, however, are that the finer figs will remain about 1 cent a lb. lower, though taps may be somewhat higher, as indeed they are for new shipments.

Lemons Promise to be Cheaper.

Lemons will be in much more favorable position, as was stated in last week's issue. Sicilian crop is better than last year, and Californian shows no signs yet of scarcity, which last year combined with frosts not only kept it entirely out of Canada, but caused Sicilians to advance prices sharply. At present, on eve of new crop arrivals, prices are nearly one-third lower.

Corn syrup is a trifle lower (5 cents) in spite of high price for corn, which caused an advance a few weeks ago. As that situation is gradually improving, price is not likely to go higher at any rate. Other syrups, maple and molasses, are same price.

An Old Friend of Everybody.

Coming to potatoes, although present position is only 5 cents lower than year ago, likelihood is that high prices of 1912-1913 will not be repeated, for later on they advanced nearly to $2 a bag. American demand, stimulated by tariff changes, is causing scarcity in New Brunswick, and already has advanced prices, both for Ontarios and Eastern, from 10 to 20 cents, and this may be repeated at least to extent of 10 or 15 cents, but even then margin will be big in favor of lower 1913-1914 prices. Ontario potatoes this year are excellent crop, unlike last year, and running Eastern close. Sweet potatoes have become big sellers in this province, and with plentiful crop are now $1 per barrel lower than one year ago.

Advantage in This Year's Flour.

Flour, following bumper wheat crop, early cut, threshed and milled, is much

(Continued on page 34.)

Views on Proposed International Conference

What Some Members Interested in Association Work Think of the Projected Big Convention in San Francisco—Some Consider it Good Idea, While Others Cannot See Benefits—"Co-operative" Movement Referred to By One As Common Problem.

D. A. Hill, Waterford, Ont.—I am a firm believer in conventions, etc. In fact I believe in organized effort in anything.

Just now it does not appear to me just what we grocers in Canada could or would learn from those of France or England, where conditions are so different. However, I would think that a conference of the kind proposed could not fail to do some good and would like to see its promotion carried through.

* * *

J. H. Edwards, Carleton Place.—Provincial conventions are a very good thing. If grocers in the different countries mentioned have the same problems to solve, an international conference should also be very beneficial. I think the cost of attending such conference considered, each province should send as many representatives as possible.

* * *

Donald McLean, Roncesvalles Ave., Toronto.—I believe that great good would come out of an international conference of retail grocers as proposed to be held in San Francisco in 1915. In coming in touch with each other the delegates from the different countries would all learn something beneficial in adjusting the problems which from time to time arise in the conduct of business specially pertaining to the grocery trade.

• • •

J. H. Marshall, Niagara Falls.—Believe the idea is well worth consideration. No doubt the feeling of a large number will be expressed at the meeting to be held in Toronto this month, when the ideas and possibilities of such a conference will be more fully explained.

* * *

Eric C. Jamieson, Hamilton, Ont.—This would undoubtedly be very nice and very beneficial to many but I doubt if many Ontario grocers could afford the time and expense entailed.

* * *

E. K. Barnsdale, Stratford, Ont.—It would be a great benefit to the trade if some means could be arrived at to put the grocery trade upon the footing it once had. Of late years both in Canada and the United States it has fallen below the calling of a trade. In my early days there was apprenticeship to the grocery trade but competition brought about cheap labor. The mechanical part of parcelling goods, etc., has been done away with by the attractive package goods and has put the trade into a form of working for the benefit of the manufacturers, and the goods can be handed out by the inexperienced help. I cannot see where the trade can be much benefited by this International Conference, except to change views of how business is conducted in these several countries.

WHAT ARE YOUR VIEWS?

In connection with the suggestion to hold an international conference of retail grocers in San Francisco in 1915, as referred to in Canadian Grocer two weeks ago, several dealers with whom we got in touch, express their opinions on this page. Different views are held, some maintaining the idea a splendid one, and others that it might not produce results commensurate with the expense. Opinions of others in the trade are requested. Make this an open discussion so that when the time comes to decide, the various aspects of the case will be familiar. Drop us a line to-day.—The Editor.

* * *

F. W. Hutton, St. Mary's, Ont.—Personally, if I attended the exhibition and was in San Francisco I would be so interested in seeing the city and exhibition I would not feel like spending much time at the convention. There are some large issues no doubt common to the trade that benefit would result from an exchange of ideas on these subjects, such as the co-operative movement, but in other matters trade conditions are entirely different in the countries you name.

Letters to the Editor

Editor Canadian Grocer:

Dear Sir,—It has occurred to me that I might with some advantage to the community in which I live, use the columns of your valuable trade paper, regarding a live question in reference to the peddling of vegetables and the organization of a market for the sale of ranch produce in our city.

I firmly believe in originality but also think that we should learn by the experience of others, and when I explain the problem which we have to contend with, maybe some of my fellow grocers would be so kind as to give me any information regarding the market question, also the peddling problem.

Now, as to conditions, I will try and be as brief as possible. Of course most of your readers know, that the Kootenay is a district to be reckoned with in the growing of fruit, but until the trees get bearing, the rancher should derive an income from the sale of small fruits and vegetables. But the local market is supplied by Chinamen who have truck gardens in the vicinity of the city and peddle produce from house to house. The white rancher cannot compete with the Chinaman owing to the difference in the standard of living. We thought that by establishing a market and regulating the hours of peddling we could make the position of the rancher more secure. I will tell you how this question affects the grocer—not in my own experience, but in the experience of other grocers.

We have to keep a stock of vegetables, but we only get an order when the Chinaman forgets to call on the housekeeper. Then the telephone rings, and Mrs. So-and-So wants some vegetables sent up because "the Chinaman did not call this morning." How does it affect the small fruit sales? Well I will tell you; the grocer gets the early strawberries and raspberries in before the Chinaman's are ready; he works up a nice business, gets in his usual stock, then some morning there is no demand. The driver reports that the Chinese are out peddling; then the grocer's troubles begin. He does not know how many to buy, etc., and the Chinaman gathers up the old baskets and uses them again and again which is very unsanitary.

I happen to be one of a committee appointed by the Nelson Board of Trade and any information brother grocers can send me in reference to the hours of peddling, cost of license and market by-laws will be appreciated. Nelson has a population of about 7,000 souls. Thanking you in anticipation.

Nelson, B.C. R. G. JOY.

How Prize Winning Displays Were Trimmed

Importance of Illustrating the Holiday Spirit in Window Displays for Special Festive Occasions—"Harvest Abundance" the Great Feature of Thanksgiving Trims.

The closing of the Thanksgiving contest suggests preparations for the Christmas one. We have now practically reached the middle of November with only about five weeks before the big day. We want everyone who possibly can, to become identified with our Christmas window dressing contest. Now is the time to decide to enter and now is the time to begin plans. Have the Christmas trim thought out well in advance, and then when the greatest effort in display of the whole year is to be made, the work will be greatly lightened and facilitated. Let everybody come in. "The more the merrier."

The reason the judges decided on giving first prize to the window of E. C. Matthews was on account of it being an outstanding Thanksgiving window and because it had splendid sales producing tendencies. Thanksgiving is a time of giving thanks for the bountiful harvest. A window dressed particularly for the occasion should, therefore, breathe the air of Thanksgiving.

This is what the Matthews' window does. Note the miniature sheaves of wheat; the prize pumpkins, potatoes, squash, etc.; the pictures of the turkey and the general suggestion of a bountiful harvest contained in the well-filled window.

The floor of the window was built on a slant well up into the store allowing room for an abundant trim of vegetables, fruits, honey, etc. The symmetrical arrangement is another point in favor of this display.

* * *

The general idea of an abundant harvest is well illustrated in the second prize display of Smith & Burton, Brandon, Man. Probably this window does not smack of the Thanksgiving time as well as it might, but in the opinion of the judges it was a good selling trim. It is generally considered that fruits and vegetables play an important part in displays and sales around that festive season, and if sheaves of wheat, oats, etc., and a pumpkin or two had been used in the background, the idea of a splendid harvest might have been conveyed more lucidly.

But the main point is that this display was considered a good seller. The word "Thanksgiving," written in loaf sugar embedded in cranberries, must have attracted considerable attention from the color contrast. Walnuts, almonds, several varieties of confectionery, dried fruits, olives, etc., were arranged on the floor of the window. Price cards, it will be noted, occupy prominent positions.

The Smith & Burton window is enclosed, and the background was taken advantage of as well as the sides to show an abundance of goods. Biscuits, wines, pickles, preserved fruits, olives, canned vegetables, grapes, bananas, etc., are to be seen in profusion.

GET A GOOD PICTURE.

Every dealer and clerk who enters the Canadian Grocer's Christmas window dressing contest should make sure that a good photograph is secured. In fact, as has been previously pointed out, one of the main reasons why this contest is run from year to year is to secure good photographs of good windows which can be reproduced and shown to all readers of this paper. Therein lies the chief benefit of the contest.

It is therefore again urged that every effort possible be made to secure a good picture of the Christmas window. A picture of the entire store front is not wanted—simply a picture of the goods in one window.

The photographer should not, therefore, stand too far away from the window. He should be just close enough that the camera will take in the goods themselves and not the entire store front. Photograph of the whole store front is useless from a reproduction standpoint.

Some time ago Canadian Grocer published an article on how to get a good window photograph without reflections. Several copies of this article are yet in hand and any who desire will be sent one on receipt of a request. This shows why, if at all possible, the picture should be taken at night, not by flashlight, but by a long time exposure with the window lights turned on the display. The night must be calm or the camera will vibrate and spoil the picture.

Some amateur photographers have secured good results by using a small camera and having the picture enlarged.

* * *

The judges concluded that the most attractive display submitted was that of G. F. Grinyer, Eglinton. The "Thanksgiving" spirit, however, was not quite so strong in it as in the other two. It was considered, however, a very neat arrangement of vegetables, which would undoubtedly attract much attention. It was dressed in crescent shape, the bottom having been filled in with sweet potatoes in centre and onions on each side. There were six tiers—First, cabbage; 2nd, squash; 3rd, cauliflower; 4th, citron; 5th, red cabbage; 6th, pumpkin. There were tomatoes just above the cabbage to give a color contrast, and in the next row the spaces between the squash were filled with cucumber, and between the fourth and fifth row celery was placed horizontally, again to produce a color contrast, and the back row of large pumpkins was filled in between with bunches of wheat.

* * *

Space this week did not permit showing the winning window in Class 2 of the competition. This was sent in by Bruce McDougall, Ingersoll, Ont., whose trims, as appearing in Canadian Grocer, have attracted widespread attention.

* * *

Canadian Grocer would strongly urge readers to file the three displays on the opposite page so that they may be looked up next October prior to the 1914 Thanksgiving. They will serve as assistants in trimming the window for that occasion.

* * *

Robt. Simpson & Co., wholesale grocers, Hamilton, Ont., as was announced in our issue of October 10, have sold their warehouse, but the report has erroneously been circulated that they have sold their business. Robt. Simpson states there is no foundation for such a report.

Three Thanksgiving Prize Winners

Smith & Burton, Brandon, Man., captured second prize in the competition with the display below.

Window of E. C. Matthews, Parliament St., Toronto, winner of first prize in the Thanksgiving Window Contest for cities over 10,000.

The bottom display, shown by G. F. Grinyer, Eglinton, won third prize in the contest. Its attractiveness stands out prominently.

The CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

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TORONTO, NOVEMBER 14, 1913

HELPING THE FINANCIALLY OPPRESSED.

Dealers who do business in districts where money is not so plentiful as it might be and where price means considerable to the consumer, should study carefully the table and article in this issue dealing with "Lowering the Living Cost." Here is a chance for them to secure a large amount of healthy publicity, and at the same time to help the working classes to live more cheaply until the present financial depression has been passed.

A glance at the table shows many of the old favorite staple lines to be cheaper than a year ago. These are old friends of the consumer who thinks that every foodstuff necessity has gone aeroplaning. He has heard so much about the high-cost-of-living that he believes everything to have gone beyond his reach.

A campaign to show him that such is not the case compared with a year ago would make him more cheerful. It would show him that you are interested in his welfare and it would help considerably to get your money for goods you sell him. The list of foodstuffs demonstrates that a man could live very comfortably and more cheaply than a year ago if necessity demanded it. A selling campaign of lower priced goods of which the quality has not depreciated, should make a big hit wherever attempted aggressively. Try it.

SELL PLUM PUDDINGS.

One of the comparatively new Christmas lines sold by the retail grocer which has gained popularity in recent years is the plum pudding. Since reputable manufacturers began manufacturing this article and since consumers are more and more depending upon the retailer for their entire foodstuff supplies, plum pudding has come to be quite a seller prior to Christmas time.

From now on every dealer should feature it in some way or another. A display card or two about the store even before a stock is laid in suggesting that plum puddings be given as Christmas gifts, should bring in some advance orders. This would help to give an idea as to the number and size of plum puddings to stock. Since they are done up in attractive style by the manufacturers, they can be used to splendid advantage in Christmas displays. There is little danger of deterioration, containing as they do so much dried fruits and moisture. They can, therefore be sold well in advance of the Christmas season.

Here is a line on which a bigger feature than usual can with profit be made. Now is the time to consider stocking and laying of plans.

MOLASSES SITUATION QUIET.

Several months ago the Montreal editorial representative of Canadian Grocer contributed several articles on the molasses market from a Barbadoes standpoint which were criticized by a Barbadoes newspaper. Our contention was that there was no good reason for any material advance in molasses owing to several conditions, one of which was a fairly plentiful supply when the fact was considered that so many had already received their requirements, or a good percentage of same.

This the Barbadoes newspaper criticized stating that the supply was inadequate to meet demand and even hinting that this paper was trying to injure the industry of the island.

We pointed out, of course, that the latter statement was entirely untrue; that we were merely giving the molasses situation as we found it, and that it was our idea the market would not show any great advances.

Speaking with a representative of a large Barbadoes shipping firm who was in Canada last week, Canadian Grocer learned that the molasses market there was quiet; that the year had not been a good one and that there was no likelihood of any advance in the market for some time at least. One of the chief causes for the situation as it exists was the fact that owing to the cheapness of sugar, many growers had turned their attention to molasses which is made from the same cane, thus placing on the market a larger supply than was anticipated. This is exactly as this paper stated last April. Our review of the situation then has been entirely borne out by later developments.

HOLDING THE TEA TRADE.

Canadian Grocer is in receipt of a letter from a traveler, (not a tea salesman) telling of a conversation he had recently with a tea peddler which should make every retail dealer think hard. Here is the letter:—

> "Editor, Canadian Grocer,—On a recent trip north a man seated himself in the vacant seat beside me in the car and immediately entered into conversation with me. He informed me that he was a tea-traveler. Later I learned that he was more correctly speaking—a tea peddler. He was very communicative and proceeded to show me his order book and promissory notes received in payment of his goods. He had a bundle of these ranging all the way from $3 to $10, and running from two to six months' time.
>
> "He stated that he added from 25c to 50c to the invoice price on each note according to the time given for payment. His sales for the previous month amounted to considerably over five hundred dollars. He was then on his way to purchase fresh supplies and have them shipped to the small station which was his head quarters and where he kept his one-horse peddling rig. He stated that the local bank readily cashed the notes, as they were generally given by well-to-do farmers.
>
> "The thought naturally arose in my mind—why do the public especially farmers in comfortable cir-

cumstances buy their tea in this manner and what means can the retail grocer adopt to counteract this serious loss of trade in their business.''

The two important points from the standpoint of the trade brought out in this letter are, first, that this tea peddler is selling considerable goods that should be sold by the grocer and second, that the grocer is losing a lot of good business he should have. What must he do to regain this trade which is rightly his? What is the matter that he is not selling this tea instead of the peddler?

The natural answers to these two questions are:—''Sell tea of a uniform blend and quality'' and ''Be aggressive in pushing sales.''

One of the chief reasons why so much trade is lost to the peddler is that fact that too many chances are taken with the quality and blend. Naturally when a customer finds a blend that she likes, she wants to buy it again. If the dealer changes that blend how easy it will be to lose that customer! The first peddler who comes along finds her an easy victim. She buys—first on trial—and if satisfied at all, she continues to give her tea trade to the peddler.

Aggressive methods must be used to get new trade. Convincing arguments must be brought into play. The fact that a dealer is selling only standard blends, the quality and flavor of which never vary, coupled with his sanitary methods of stocking and selling should be utilized to the fullest to impress upon customers the necessity of buying from him.

Every dealer should resolve now to adopt methods for holding his present tea trade and for obtaining new customers.

PROFITS OF THE MAIL ORDER HOUSE.

A retail mail order house has recently confessed that it requires one thousand employes to handle an annual business of $5,000,000. That is $5,000 for each employe.

Suppose for the moment that the average wage of this body of workers is fifteen dollars a week, or $780 a year.

Seven hundred and eighty dollars are 15.6 per cent. of $5,000 (the amount of sales per employe). To pay wages alone, therefore, the profits on each five thousand dollars worth of goods sold must be 15.6 per cent.

How much more profit must be added to cover city rental, city insurance, delivery, freight, city taxes, heat, and all the other operating expenses?

Now consider the local merchant. How much does it cost him to do business? He'll probably say from 14 to 18 per cent., since that is about the average operating cost in an ordinary store.

Yet if one takes up the mail order catalogue likely as not, he'll read this:—''Cut out the middleman's profit. Buy from us and save the money your local man gets.''

Don't these facts conflict badly? How untruthful that mail order proposition now sounds?

HIGHEST IN 25 YEARS.

Tea has reached the highest point on the world's markets in twenty-five years. That is the rather serious situation as it confronts the tea world to-day and is the climax resulting from a series of adverse crop reports verified by actual conditions.

Nor is relief in sight. The India crop is nearly at an end, for climatic conditions render an all-the-year-round crop impossible there, as it is in Ceylon. London reports smaller stocks in hand than one year ago and much more so than in 1911. Prices have advanced steadily, auction by auction, and now cable advices agree that the average figure to-day is close to two cents above what it was twelve months ago. Already there is talk of increasing the price of bulk teas to the retailer, but so far package teas have remained the same, in spite of the primary market pressure to advance. Some of the packers declare they will pocket their losses for a year before they will alter present quotations on their goods.

It is curious that while teas have been advancing that twin-favorite, coffee, has been following suit. In the latter case, however, it is not a universal condition, as in teas, but is limited mainly to Brazils, but as these exercise and influence on all other crops through their preponderance in sales, the effect practically is the same. How the tea situation will be worked out by the packers will be watched with interest during the next twelve months.

STRANGLE HOLD ON CREDIT BUYERS.

When a new customer who is at all doubtful asks a dealer to open an account for her, the first thing to do is to find out ''when'' each week or month the account is to be paid. A record should be kept of this day or date and if there is any doubt at all no more goods should be given the customer when the date expires, unless the account is paid.

The easiest time to decide on when the money will be forthcoming is at the time the customers requests credit. He will naturally concede to your suggestion and name the day. It then becomes an easy matter to ask for the money at the proper time. No person could reasonably object to your request. Each, in fact, would almost be in duty bound to pay. If it is thought advisable a money limit might also be placed on new and untried credit buyers.

The fact should be clearly understood that, by arranging a stated time when the account must be paid up or business dealings will cease, the dealer has a strangle hold on his credit customers.

EDITORIAL NOTES.

What would the old cow say if she were told that cream could be produced with profit from butter?

* * *

Tea is too big an item to let slip through one's fingers to the peddler.

* * *

Many dealers are now selling dried fruits for Christmas baking. Are you?

* * *

A ''shop early'' campaign should be soon got underway. Only 34 more shopping days before Christmas.

* * *

The indifferent clerk who only takes orders behind the counter should be induced to join a salesmanship class.

* * *

That the cost of living from a food standpoint is only higher to those who want to live high is pretty conclusively shown in an article in this issue.

* * *

Canned apple has advanced above opening prices. Gallons, standards, are up from $2.40 to $3.00; group B and 3's standards advance from .95 to $1.05 same group. Readers will recall the forecast in last week's issue stating that some lines were slated for an advance. Apples are the first to move.

How Other Grocers Do Things

RAPID GROWTH IN NINE YEARS.

In the article in the Fall Number (October 10) of Canadian Grocer dealing with the store and business of Acton Bros., Victoria, B.C., it was stated that Wm. Acton was in business there for some 20 years. Mr. Acton points out in a letter that while he has been connected with the retail business for more than 23 years he was only in business for himself for 9. For 14½ years previously he clerked in a large store.

Nine years ago when he opened for himself he had only his daughter as clerk to help him and a boy as driver. To-day the staff musters 14 all told.

Mr. Acton uses a credit register to look after his accounts and states that his outstanding accounts to-day are less than when he did half the business.

WORKING FOR LARGE SALES.

That it is often just as easy to sell $5 worth of an article as to sell 25 cents worth is something which every retailer does not realize. The result is that many a clerk is content with a small sale when he might just as well secure a large order.

Buying in quantities for winter is the gist of a recent appeal of the Malcolmson grocery at Chatham, Ont., to its customers. ''For Your Winter Supply'' is the caption of a recent advertisement, which opens by calling attention to a recent large shipment of New Brunswick potatoes. ''Those who had them from us last spring,'' adds the advertisement, ''will remember how dry they cooked and what fine flavor they were. The potatoes are very uniform in size, smooth skin, and every potato good. During next week we offer these fine potatoes at the very low price of $1 a bag. May we send you 5 bags or more?''

The same appeal to bulk buying is carried further with quotations on canned goods in the case, as well as in single tins.

The Malcolmson store is adopting the policy of pushing the sale of seasonable Christmas stuff well in advance, the same advertisement calling attention to fruits, raisins, currants and peels. A recent window display followed out the same policy by featuring various kinds of nuts, the display in itself being very suggestive of the approach of the Christmas season and undoubtedly reminding the youngsters and a good many of the older people of what was coming in a few weeks more.

Though good use is made of prices in newspaper and window display advertising, the store has always laid first emphasis on quality.

A GOOD FISH ADVERTISEMENT.

During the fish season many grocers find it profitable to let the public know through newspaper advertising something about the lines carried. Herewith is a good selling, well-written and well-displayed advertisement used by the McKenzie Company of Kelowna, B.C. It will be seen that plenty of white space has been left all around the type to give it distinction. It contains no rules to detract attention, yet the important points stand out prominently.

Fish Demand

There has been such a heavy demand for fish that it has been very difficult to obtain the supply. We have placed a standing order, however, and will have regular weekly shipments of such smoked fish as are on the coast markets. This week we have

Kippered Herring Kippered Salmon Finnan Haddie

We are placing our Salt Fish in stock this week as well:

Salt Salmon Salt Mackerel Salt Herring
All in Brine

Dry Salt Cod
In Bricks and in Wood Boxes

We can also give you practically everything in Canned Fish. Let us especially draw your attention to Salmon:

Horseshoe Brand Salmon in One-pound Tins, 25c
Horseshoe Brand Salmon in Half-pound Tins, 15c
Always sought after and hard to get.
Nabob brand Salmon in One-pound Tins, 20c
A beautiful red Sockeye and hard to beat.
Western Pink Salmon in 1 lb. Tins, 2 for 25c

The McKenzie Company, Ltd.
GROCERIES

Well written and well displayed fish ad. used by a Kelowna, B.C., firm.

The idea of suggesting to customers and others that there is now a good demand for fish should certainly give an idea to those who are not buying it to begin doing so. A simple suggestion like that sometimes produces splendid results.

GETS GOOD PROFIT FROM CONFECTIONERY.

David Bell, a Yonge Street, Toronto, grocer, sells considerable confectionery to his grocery customers. He does this by means of a large, attractive silent salesman, which occupies a prominent position exactly in front of the entrance. This means that every customer as she enters the store must see the show case. This contains high-class chocolates on copper and silver-colored platters, neatly arranged on cloth on the bottom and other confectionery on glass shelves. These shelves are adjustable and can be placed at any height in the show case desired. The case itself has two sliding doors at the rear.

In referring to sales made in confectionery, Mr. Bell states:—''It certainly pays to handle this line. I do not pretend to cater to transient trade but just to my regular customers and from invoices that come in from time to time, it would surprise you to see what is sold by that silent salesman. There is a splendid profit too on confectionery and it certainly pays me well to handle it.''

STRAIGHT TALK TO CREDITORS.

A. W. Mooney, Biggar, Sask., presents a straight talk to those owing him money in a recent newspaper advertisement. This read as follows:—

Having put our business on a

STRICTLY CASH SYSTEM

We are giving **Liberal Discounts** on all goods

We have rendered all our accounts to the last known address of our customers. If you don't get yours it is not our fault.

We mean to try and collect every dollar of our overdue accounts and notes this year.

So if you have not paid yours and receive a call from the sheriff, the fault will be yours.

Get Busy and Pay
and Save Further Expense

A. W. MOONEY,
Main St. Biggar.

The Clerks' Page

By the Cub Reporter

GOOD SELLERS JUST NOW.

The Cub Reporter.—The following are the goods we are pushing strongly just now:—

Canned Peas.
Canned Salmon.
Canned Tomatoes.
Syrups.
Meat Extracts.
Cocoa.

In regard to canned goods, our employer has suggested that we sell as many of them this fall and winter as we possibly can. They are all cheaper than a year ago, and this gives us a splendid point in suggesting that customers buy them. Home-grown fresh vegetables are over for another year, and that gives us another talking point in pushing sales of the canned article. We had, too, some old stocks held over, and so are anxious to get rid of them as soon as possible.

Every autumn we try to sell as much syrup as possible. Butter is high, and where families cannot afford both, we urge them to take syrup, because it is both wholesome and appetizing. Syrup, too, is a good cold weather food on account of its fattening qualities. This is something we occasionally impress on a customer.

The colder weather opened up a better demand for meat extracts, and we have helped this along with some counter displays and show cards. The same applies to cocoa, which is now being used extensively for social functions.

All these lines we are finding to be good sellers when a little extra attention is given them.

Winnipeg, Man. H. F. H.

INTERESTING RAISIN FACTS.

In Great Britain the consumption of raisins is 5 lbs. per head; in Canada and United States less than 1½ lbs., so that people over here have much to learn still as to the wholesome food qualities of this ancient diet.

Up to 1892 Spain was the largest raisin producing country in the world; since that time California has outstripped it. One county alone, Fresno, now doubles Spain's whole output. Australia also is coming to the front in raisin production.

The seeded raisin lately has become an important part of the industry. The raisins are first subjected to 140 degrees Fahrenheit of dry temperature for 3 to 5 hours; then chilled, so that the cap stems are removed without difficulty. Then they are passed on through cleaning or brushing machines, which remove the dust. Afterwards they are elevated to rooms with a moist temperature of 130 degrees, which brings them back to normal condition. Then they are passed through seeding machines, first between rubber rollers, which flatten the berry and press the seeds to the surface, when an impaling roller catches the seeds between its "teeth" and deftly removes them without injuring or removing the flesh. A whisk sweeps the seeds from the rollers, and they are sent along to a seed receptacle, and alcohol and other by-products are produced. The raisins themselves are passed on to the packing tables.

BANANA GROWING IN CUBA.

How bananas are grown in Cuba will be of interest to every clerk. While they can be raised in any part of the island so far they have been grown on a commercial scale only in Baracoa, Sagua de Tanamo, Nipe and Sama, all on the north coast. There are, in the four districts mentioned, about 31,000 acres under banana cultivation, thirty per cent. of this area being owned by fruit companies and the remainder by small growers, who sell their fruit to the exporting houses.

The trees can be grown in many different kinds of soil, although, of course, with varying degree of success. In Baracoa they are planted not only in the rich valleys, but also on the hills and in rocky soil; in fact, some of the best producing land in that section is so largely composed of limestone rock that many of the growers, when planting, take the sucker or bulb and drop it, with a hatful of earth, in a hole in these rocks, and from that position the tree grows and bears fruit.

The bulb is set out only on the first planting. When the fruit is ready for cutting the tree is felled and one of the suckers from the same root is allowed to grow. In ten or twelve months this again produces, and so on from year to year. It probably would be better to plant new stock every six or seven years, but this is not done in Cuba. The tree grows to a height of seven to twelve feet, and is four to ten inches in diameter. At present nothing is done in Cuba with the stalks, except to allow them to rot on the ground and so fertilize the soil.

Cuba exports nearly all of its bananas to Boston, New York, Philadelphia and Baltimore, these shipments amounting to over 2,500,000 bunches a year, but this number could be almost doubled in about three years, when new plantations come into bearing.

OBSERVATIONS OF THE CUB REPORTER.

Seasonable articles sell easier.

• • •

Small leaks allowed to go unchecked spell ruin.

• • •

An angry customer is a poor advertisement for any store.

• • •

"Service" should be the keynote of the staff of any store.

• • •

A stitch in time saves nine. Stop the petty leaks before they become uncontrollable.

* * *

Be keen to study suggestions given, but be slow in giving advice to others.

• • •

A talkative clerk is a poor salesman. Make him an auctioneer.

• • •

Be punctual; that is half the battle in success.

AN A1 PAPER.

Kirk Bros., Bracebridge, Ont., write as follows re The Canadian Grocer:—"Would say that The Canadian Grocer is an A1 paper, and well worth any grocer's time to read."

LOWERING THE COST OF LIVING.

(Continued from page 26.)

below 1912, and taking into account rate cutting that is going on, margin is still more pronounced. Flour, both Manitoba and Ontario, gives indications of remaining much lower for many months at least.

Rolled oats, by no means a contemptible article of diet, either in quantity or total price, are much lower, as crop is heavier than last year, and rolled wheat even with advance, through greater cost of barrels, is 20 cents a bbl. lower. Cornmeal is 5 cents a bag below 1912.

Pure lard has half a cent advantage, in spite of last week's Toronto rise. Considering the fact that live hogs f.o.b. are fully 50 cents higher than one year ago, lard is below what might be expected.

Cheese is about ½ cent lower, due in large measure to poor export demand, in presence of competition.

The Honey Bee Has Helped.

Honey is likely to continue 1 to 2 cents below last year owing to larger crop and the fact that buyers mostly held off in face of what they considered bee men's excessive schedule of rates, until latter were forced to tumble goods on market. Buckwheat, unlike clover, is about the same as last year.

A Conspicuous Reduction.

Canned goods can be described almost en bloc, as far below last year's prices. This, probably, is the most conspicuous of all reductions, as it covers scores of articles that form a considerable part of fall, winter and spring menus. Salmon, with an excellent pack, this being the year of the "run" (once every four years), led the way, and the reductions ranged from one-third to nearly one-half. The canned fruit and vegetables followed, and particularly pleasing to grocers was the possibility of selling peas at 3 for a quarter and tomatoes at 10 cents flat after the high prices of last year had greatly retarded sales. All reports to date agree that the output over the grocers' counters will be enormous, and the pack will be hard put to supply the demand. The list given contains six fruits and three vegetables, but these are merely taken as samples, for the whole list helps to lower the cost of living.

Neither Up Nor Down.

It must not be implied that all the other articles in the grocer's list have gone up. There is quite a respectable list that may be said to remain "on the fence," unchanged. Among these coffees will be considered as an important item. Rios and Santos are indeed somewhat lower, but the most on the list are stationary. However, all are due for an advance of 2 or 3 cents at least, according to the importers, owing to the drought in Brazil. Standard package teas are same price.

Hallowee figs opened about the same as last year, and spices show little change except cream of tartar and black pepper, both of which are several cents higher.

Among miscellaneous articles are maple syrup, molasses, peels, bananas, and cranberries. These are no higher than a year ago.

Advertises Medicinal Qualities of Olive Oil

How One Dealer Got Good Business By Telling the People Something Useful About This Line—Splendid Opportunities for Creating Larger Sales.

Dealers should fully realize the possibilities for the sale of olive oil. This article has been recommended by doctors from both a food and medicinal standpoint, and can, therefore, easily be made a splendid seller the year round. The following advertisement was recently run in a Canadian newspaper by one dealer in olive oil:—

"One of the most sensible things inaugurated of late is the taking of olive oil as food and medicine. Physicians have advised such uses of the oil, but it has only been of recent date that it has become a 'fad.' It has been proved in many cases to be not only a corrective of the liver, but a food for the system as well, and is of great benefit for weak stomach and bowels. The dose is usually a teaspoonful of oil to be taken half an hour before breakfast and half an hour after supper. The oil may be freely used with vegeables and on salads, as it is harmless and beneficial. Its use may be continued for years, and in assisting the liver to do its work (it is in most cases mildly cathartic), the complexion is cleared of the ugly brown spots and leathery yellow appearance due to torpidity of the liver. The taste is not unpleasant, although a liking for it has, in most instances, to be acquired. But very few effective medicines are really finely flavored, although any unpleasant taste can be disguised. Many physicians strongly recommend its uses, both internal and external. It is excellent to use, after the bath, and many delicate persons—especially children—are greatly benefited by being massaged with it."

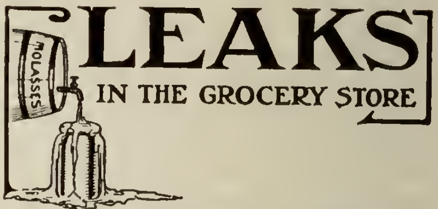
This is a good informative ad,, and one which produced results. It gives facts that every reader at all bothered with stomach trouble will digest. It shows, too, how a thorough knowledge of goods helps to sell them.

◆

ON TRIP AROUND THE WORLD.

Gerald Larkin, Toronto, son of P. C. Larkin, "Salada" Tea, sent a cable this week of his arrival at Kyoto, Japan, on his trip around the world. From there he will go to Shanghai, Hong Kong, Singapore, Batavia, Java, and Rangoon in Burmah, India. He intends to see a good deal of the Island of Java and of Burmah. Thence he proceeds to Calcutta and across India, visiting Lucknow, Delhi, Cawnpore and many other places of interest in that country. In February he sails for Ceylon where he will spend five or six weeks, and from there go on to Marseilles, France, in the usual way, through the Red Sea and Suez Canal. Before returning he will spend considerable time in the London office of P. C. Larkin & Co.

◆



OLD FIGS SOLD AS NEW.

An Ontario dealer writes that there is some misrepresentation on goods this fall. Old re-processed figs are, he states, sent in as new in new boxes. "They should be sent in garbage cans," he adds.

This would undoubtedly represent a serious leak if these figs did not come up to the expectations of the consumer who had paid the price for good figs. A loss of reputation is a serious thing, because if a dealer gets the name of charging high prices for poor quality goods, he might as well "close up shop."

This letter suggests a keen watch on all goods that enter the store.

◆

AN APPRECIATION FROM THE WEST INDIES.

MacLean Publishing Co., Ltd.,

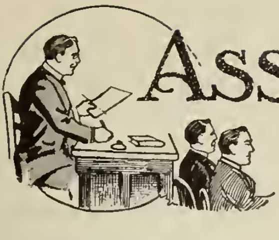
Dear Sirs,—Herein please find enclosed $2.00, my annual subscription to The Canadian Grocer. Same is very much appreciated by me, getting, as I do, the various hints and market reports.

Yours truly,

J. B. SMITH.

Oct. 27, 1913.

St. John's, Antigua, B.W.I.



ASSOCIATION NEWS

SOO MERCHANTS ORGANIZE.

Sault Ste. Marie merchants have formed a branch of the Retail Merchants' Association of Canada. The following officers were elected:—President, J. Stevenson; First Vice-President, A. S. Thompson; Second Vice-President, H. Bryan; Secretary, F. Gorman; Treasurer, H. W. Climie (grocer). The employees' compensation act was discussed at the meeting, and a petition asking the Government to leave the retail merchants out of the act was largely signed.

* * *

FAVOR EARLY CLOSING.

A despatch from London, Ont., says that about 50 of the prominent grocers there have already signed the petition for early closing. This will be presented to the city council, asking that a civic ordinance be passed fixing the closing hours for grocery stores at 7 o'clock in the evening. During week-days the majority of the stores close before that hour, but the by-law is aimed directly at the late Saturday nights, when the stores are kept open until nearly midnight and clerks and drivers are not through their duties until practically Sunday morning.

Thos. Shaw, Harry Ranahan, T. B. McCormick, Norman McLeod, T. A. Rowat, Frank Harley, etc have all expressed themselves in favor of the move.

* * *

## PETERBOROUGH GROCERS TAKE BOLD STAND.

The regular semi-monthly meeting of the Grocers' Section of the Retail Merchants' Association of Peterboro, Ont., was held in the Y.M.C.A. as usual on Monday night, November 10th, when a good number were present.

Prior to the last regular meeting it was considered that certain wholesalers were not using the grocers fairly in regard to co-operative stores, and were requested to make some change in their policy. One wholesale grocery firm said they would sell "to any person they had a mind to," regardless of how it affected the other grocers.

It was decided to give them an opportunity to sell to co-operative stores for two weeks, which was acted upon, with the result that they only sold to them. This firm has now, however, changed its policy, with the result that it won't sell the other fellow in future. Other wholesalers are now being dealt with similarly.

One large cereal company, in reply to the retailers' question, said they do not supply co-operative societies or any other societies in Canada with their goods, although they have been requested to do so. The sales manager stated that he believed that inside of ten years there would be a co-operative society in every village, city and town in Canada, as they were strong enough now in the Old Country to have their own buyers on the Winnipeg market to buy their supply of wheat, which they ship themselves to their own mills. Peterborough grocers think, however, that he has overlooked the fact that the merchants of Canada are waking up to the fact that they need organization for their own protection, and will stand ready to oppose any legislation which will give co-operative societies any special privileges.

The holding of a banquet in the near future for all the merchants was favorably commented upon, and will be dealt with at the next meeting.

* * *

HAMILTON GROCERS MEET.

The regular monthly meeting of the Hamilton grocers was held in the Board of Trade rooms on Thursday, November 6th, with a good attendance present. N. C. Cameron, secretary of the Grocers' Section, R. M. A. of Peterborough, and who is also treasurer of the Ontario Provincial Board, was invited to address the meeting.

Mr. Cameron outlined the work of the Grocers' Section in Peterborough, as well as the many legislative matters being taken up by the Association, and closed his address with a strong appeal for a closer unity among the grocers and merchants of the Dominion.

A hearty vote of thanks was tendered to the speaker, who was asked to come back again, to which Mr. Cameron replied that Hamilton grocers proved to be grocers to the back bone in inviting him again. They didn't mind being imposed upon the second time.

Other important business came before the meeting—re the sale of tobacco and cigarettes to minors and the adulteration of maple syrup, which will come up for further discussion at the next meeting.

The opinion of the members of the Association is that the present cry against the high cost of living is emphasized to an unnecessary extent by the newspapers, who appear to aim their remarks at the retailers.

"If," said M. R. Hill, secretary, "the public knew under what conditions the grocers are carrying on their business, the grocers would be more pitied than blamed."

* * *

TRAVELERS NOMINATE OFFICERS

At the general meeting of the Commercial Travelers' Association of Canada the following nominations were made for 1914:—S. M. Sterling, President; James G. Cane, First Vice-President; George W. Moore, Second Vice-President; E. Fielding, Treasurer—all elected by acclamation.

Directors for Toronto Board—J. W. Charles, Alec Cook, Harry Dodson, John Everett, R. G. Hector, Walter Moore, James McLaughlin, A. C. Rogers, C. J. Tuthill (nine to be elected).

Hamilton Board—W. H. Dean, First Vice-President; E. O. Zimmermann, Second Vice-President, each elected by acclamation.

Directors for Hamilton Board—W. W. Godard, Arthur F. Hatch, M. P. Malone, George A. Matheson, P. A. Sommerville, C. C. Smye, H. G. Wright (six to be elected).

Montreal Board—W. Williamson, Vice-President (elected by acclamation); D. Adair, George Dawson, directors (one to be elected).

The following boards were elected by acclamation:—Berlin Board, J. Fraser, W. J. Moody; Kingston Board, W. H. Graham, W. S. R. Murch; Guelph Board, Adam Taylor, Vice-President; R. Gemmell, Director; Brantford Board, J. S. Hamilton, D. J. Waterous; Winnipeg Board, A. C. Merrett, Vice-President; A. E. Rowland, Director; Vancouver Board, E. A. McMaster, R. E. Jamieson; Ottawa Board, J. H. Lawrie; Brockville Board, M. Moore.

The scrutineers of the ballot are: Walter Madill, Robert Keyes, H. Clearihue.

The ballot will be declared at the annual meeting to be held in St. George's Hall on December 26.

A committee, consisting of E. Fielding, J. McLaughlin, Richard Ivens, J. G. Cane, George W. Moore, Robert Orr, T. Menzies and A. Barton were appointed to arrange for a banquet, to be held the early part of the ensuing year.

* * *

Advices from Washington, D.C., intimate that the United States Government intends waging war against manufacturers fixing resale price on their goods. The claim is made that this is against the understanding of the Sherman Anti-Trust Law. No doubt there will be many objections to such a project.

Staff Gatherings

The T. H. Estabrooks Company, Limited, entertained their travelling staff and department heads at luncheon last Saturday evening at the King Edward Hotel, Toronto, the occasion being the celebration of a record month's business during October. Geo. H. Campbell, manager of the Ontario branch, tendered congratulations to the staff and briefly reviewed the work accomplished during the year.

During the evening R. W. Vout, one of the salesmen, was presented with a handsome gold watch, inscribed, he having made a record in October in sales of Red Rose Tea. Mr. Vout has been with the firm since it started operations in Ontario and he gave an interesting resume of the business of the past twelve years.

Frank Leech entertained the gathering with a recitation and Wes. Williams with a song, and there were several selections on the victrola which contributed largely to the pleasant evening.

COMMENT ON CANNED GOODS.

United States Trade Paper Refers to Drop in Canned Tomatoes From Year Ago.

The Baltimore Trade, a canned goods' paper in Baltimore, Md., has the following in a recent issue in regard to United States and Canadian canned goods conditions:—

"We are inclined to say, paraphrasing the old adage, "Go to the Canadian canner, thou hustling American and learn." We can imagine a whole lot of Tomato canners in this country exclaiming, like old Rastus "Is dat hebben?" Just think of it, a cut of 22½c and another cut of 15c., making 37½c., and still the price is $1.00. For the benefit of the incredulous we would say, that it is all true too, and what may surprise some others even more, is that the goods sold at the higher prices were billed later at the lower ones, or allowances made. Money actually handed back. This is good business and begets for the company the confidence and friendship of every trader and we do not know but what its reflection is seen in the action of the retailers who do not hesitate to retail an article bought at 95c at 10c per can. There is an evidence of co-operation between manufacturer, jobber and retailer that should stand as a splendid object lesson to our traders. What a contrast this is with the methods followed here, when New York city alone can sell $150,000,000 worth of canned goods the manufactured value of which is hardly over $20,000,000."

NEWS OF CONFERENCES WANTED.

Now that the Christmas and New Year season will soon be here, there will be many staff conferences, dinners, banquets, etc. Canadian Grocer requests manufacturers, wholesalers and retailers to send in news items of these functions. They will be appreciated for our news columns.

* * *

The Dominion Government is sending a flour expert to Japan to demonstrate the Canadian product.

CLERKS' AND BOSSES' BEST FRIEND.

Editor, Canadian Grocer:

Dear Sir,—To my mind the Canadian Grocer is the clerks' and bosses' best friend.

FRED. L. GILES.

College St., Toronto.

At the banquet of Red Rose Tea Salesmen. From left to right, sitting: Frank Leech, A. V. Elliott, W. Linder, Jno. Diprose, Chas. Miller, N. W. Williams, Geo. H. Campbell, R. W. Vout, W. J. Swift, W. J. Brokenshire, G. C. Poole, Geo. R. Cole. Left to right, standing: Chas. R. Furness, A. L. Curry, W. A. Pridham, B. E. Miller.

Current News of the Week

Quebec and Maritime Provinces.

J. & M. Guillemette, grocers, Quebec, P.Q., have registered.

Omer Dionne, grocer and liquor dealer, Montreal, has sold to J. L. Patenaude.

J. E. Goudey and W. S. Porter, general merchants, Port Maitland, N.S., sustained fire losses recently.

The Frank Hawkins Tobacco Company, Limited, has been incorporated, with headquarters in Montreal and capital of $50,000.

Peter Garborino has been appointed the Montreal manager of P. Pastene & Co., Inc., of Naples, Italy, and New York and Boston.

Arthur Oatway, formerly in the tea blending department of Bauld Bros., Ltd., Halifax, N.S., has gone into the brokerage business.

Alexander McDonald and Jno. W. Carruthers have formed a partnership to operate a general store in Montague, P.E.I., under the name of Alexander McDonald & Co.

T. H. Estabrooks, of the T. H. Estabrooks Co., has just returned home to St. John, N.B., from his annual inspection tour of the Toronto, Winnipeg and Calgary branches. Speaking of conditions in Western Canada, Mr. Estabrooks says: "I found business better than I anticipated and improving very nicely, but do not anticipate any boom."

Wm. Staples, a Fredericton, N.B., grocer, entered his store late one night recently, and found a thief emptying the contents of his till. The young man was given a severe lecture and allowed to go. Next morning another merchant with whom the would-be thief was employed, missed several things from his store, swore out a warrant for his arrest, but by that time the young man had left for parts unknown.

Ontario.

Jno. Hickman, grocer, Toronto, is succeeded by Jos. J. Clark.

Mary A. Morgan, grocer, Toronto, is succeeded by J. E. Thompson.

Mrs. M. J. Lawson has opened a grocery store at Elmvale, Ont.

Wm. Bruce, a Dundas Street, Toronto, grocer, died last week in his 70th year.

T. D. Hicks has sold his grocery business in Mount Forest, Ont., to Melvin McWhinney, of Galt, Ont.

C. Gilligan, of Burlington, Ont., has purchased the grocery business of A. B. Wilson, Dundas, Ont.

A Peterboro, Ont., grocer was fined $10 and costs, amounting in all to $12.60, for selling cigarettes to a minor.

Beginning December 1 The Cowan Co., Toronto, will close their factory at 5.30 p.m., instead of 6 o'clock as formerly, thus allowing their employees an extra half hour in the evening.

Woods-Norris, Limited, advertising agents, Toronto, have changed their style to Norris-Patterson, Limited, with no change in the personnel of the directorate.

W. A. Cuilfoyle, Lucan, Ont., whose grocery and crockery stock was so badly damaged by fire some weeks ago, has decided to go out of business, and has taken over a local dray business.

Chas. H. Du Maresque, grocer, Bloor Street, Toronto, lost a horse and stable through fire last week. The fire presumably was started by thieves, who made away with a pony and cart.

Geo. Warrell, grocer, New Liskeard, Ont., exhibited recently some fine specimens of cabbage and turnips grown in the Cochrane district. One of the turnips weighed ten and a half pounds.

C. T. Miller, of T. H. Estabrooks Co., Toronto, is making a pleasure trip to New York this week, after which he will spend a few days at the head office of the company at St. John, N.B., in the interests of the firm.

Henri De Leeuw, merchandise broker, 28 Front Street E., Toronto, is making a flying trip to New York this week to confer with Mr. Ten-Hope, of Holland, who is making a voyage there in the interests of his business in America.

A. C. Gittens, representing Leacock & Co., sugar and molasses shippers, Barbadoes, B.W.I., was in Toronto during the past week calling on the firm's agents, Dane & Hortop, and the wholesale trade. He had come through from Halifax, St. John and Montreal, and left for home by way of New York from Toronto.

A recent issue of The Port Elgin Times, Port Elgin, Ont., contains a lengthy article on the Stevens-Hepner brush and broom works there. Illustrations are shown of H. H. Stevens, the general manager, and John Hepner, president of the company, as well as of the factory itself, showing an addition, 88 ft. by 40 ft., made to the works during the past summer. The article also points out that both Mr. Hepner and Mr. Stevens are old Port Elgin boys.

Jamaica Food Products, Limited, has been incorporated in Ontario with an authorized capital of $50,000. The directors are R. T. Shiell, M.D., Toronto, president; Geo. M. Ritchie, Toronto, vice-president; J. M. Wilkinson, Toronto, secretary-treasurer; Chas. V. Young, Toronto; A. R. Keith, Toronto; A. C. W. Horne, Jamaica, B.W.I.; F. W. Oates, Toronto. F. W. Oates is managing director. The chief line this company will sell is evaporated bananas.

The Grocers' Specialty Co., wholesale commission merchants and importers, and manufacturers' agents, recently opened for business in Hamilton, Ont. G. A. Griffith is president; A. Huntley, vice-president, and Gordon W. Hickey, managing director and secretary. The traveling staff will include Wm. Beswick, in the Niagara district; G. A. Griffith, Northern district; Wm. Little, Soo district; A. W. Robertson, Brantford; A. Huntley, Hamilton City, and P. Davidson, Galt, Preston and Hespeler district.

Western Canada.

Estate of the Imperial Grocery Co., Regina, Sask., has been sold.

A report in Vancouver, B.C., states that flour is selling for a dollar a pound in the new gold fields at Shushana, and nails are worth two cents each, according to statements made by new arrivals from the creeks. Four hundred men are now working in the diggings.

A litigation case of interest to the trade was recently disposed of in Moose Jaw, Sask. The Medicine Hat Grocery Co. sued Jas. Freedman for collection of $1,964.08, an amount due on groceries and fruit furnished by the company. The dispute had occurred in the matter of discounts, the defendant claiming a discount of five per cent. as well as a deduction in the price of a car of damaged fruit, which he had bought at the price of 50 cents a case. Some of the fruit had been found in very bad condition, and the defendant claimed that he had refused to accept the goods except upon being guaranteed against loss by the plaintiff. Evidence failed to prove that the agreement for the purchase of the fruit at the price of 50 cents was not binding, and it was not shown that the discount of five per cent. was actually agreed upon. The judge, therefore, found for the plaintiff, with costs of action.

Tea Markets Reach Highest Point in 25 Years

Are Up 2 Cents on Average Above Last Year—Advance in Canned Apples—Brazilian Coffees Easier—New Nuts Arrive and Are Higher Than Year Ago—Olives Likely to be Higher Than Present Cut Prices.

MARKETS IN BRIEF

QUEBEC MARKETS.

PRODUCE AND PROVISIONS—

- New laid eggs jumped to 50c.
- Smoked meats weak, due to condition of London market.
- Butter demand firm and steady.

FRUIT AND VEGETABLES—

- Mackintosh apples drop $1.50 from former prohibitive price.
- Tokay grapes advance 50c.
- New Messina lemons in at $5.00.
- Potatoes firmer owing to colder weather. Many being left in fields.

FISH AND OYSTERS—

- Fresh halibut scarce and high.
- Herring and pickled fish in good demand.
- Active demand for malpeques.

FLOUR AND CEREALS—

- Sale of 100,000 barrels of flour, but ordinarily demand quiet and disappointing.
- Shipment of bran to States makes market firmer.
- Rolled oats easier.

GENERAL GROCERIES—

- Canned apples, 3's and gallons, standards, advance over opening prices.
- New dates higher. Good demand for all dried fruits.
- Dried peaches and pears advance.

ONTARIO MARKETS.

PRODUCE AND PROVISIONS—

- Fresh laid eggs advance 2 to 3c, and split and No. 2's 1c.
- Fresh creamery prints 1c higher.
- Breakfast and roll bacon decline ½c.
- Poultry declines 1-3c, with plentiful supply.

FRUIT AND VEGETABLES—

- Ontario potatoes off market, and New Brunswicks up 5 to 10c bag.
- "Garden" huckleberries being offered.
- Verdelli lemons advance 50c, but new Messinas will arrive at end of week.
- Florida oranges down and Valencias advance.
- Bananas up 25c.
- Snow apples almost done, and spies begin to move.
- Grapes, Almerias and Tokays, advance 50c to $1.

FISH AND OYSTERS—

- Trout and whitefish close season; only frozen now used.
- Herring scarce owing to exports.
- Where prices would advance considerably purchases not made in this province.

FLOUR AND CEREALS—

- Millers expect firmer market for flour on advance in wheat—selling at 40c below.
- Good supplies of cornmeal coming in.
- Mill feeds firmer.

GENERAL GROCERIES—

- Tea reaches highest point in world's markets in 25 years.
- Canned apples advance 10c for 3's, and 60c for gallons.
- Decline in primary coffee markets owing to financial stringency in Brazil.
- New crop olives expected to be higher.

QUEBEC MARKETS.

Montreal, Nov. 13.—Trade has been quite brisk during the past week, the usual fall rush now being on. All seasonable lines are active, especially dried fruits which have been in great demand. The market is firm generally and prices remain about the same with one or two exceptions.

Canned apples (new crop) are showing an increase of 60c per doz. gallon tins over opening price. This is accounted for by the short crop, and prices are expected to rule high.

SUGAR.—The market is much the same as last week with nothing of especial interest to note. Prices are unchanged and the demand good.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 40
20-lb. bags	4 50
2 and 5-lb. cartons	4 70
Second grade, in 100-lb. bags	4 25
Extra Ground Sugars—	
Barrels	4 80
50-lb. boxes	5 10
20-lb. boxes	5 20
Powdered Sugars—	
Barrels	4 80
50-lb. boxes	5 00
25-lb. boxes	5 00
Paris Lumps—	
100-lb. boxes	5 15
50-lb. boxes	5 35
25-lb. boxes	5 45
Crystal Diamonds—	
Barrels	5 20
100-lb. boxes	5 35
50-lb. boxes	5 45
5-lb. cartons	6 30
Crystal Dominoes, cartons	7 10
Yellow Sugars—	
No. 3	4 45
No. 2	4 45
No. 1	4 05

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

MOLASSES AND SYRUPS. — The market is much the same as last week with a good business passing, the prices remaining unchanged.

Barbados Molasses—	Prices for Island of Montreal. Extra Fancy.	Fancy.	Choice
Puncheons	.44	.41	.39
Barrels	.47	.44	.42
Half Barrels	.49	.46	.44

For outside territories prices range about 2 cents lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.		0 04
Pails, 38½ lbs., $1.85; 25 lbs.		1 35
Cases, 2 lb. tins, 2 doz. in case		2 50
Cases, 5 lb. tins, 1 doz. in case		2 85
Cases, 10 lb. tins, ½ doz. in case		2 75
Cases, 20 lb. tins, ¼ doz. in case		2 70
Maple Syrups—		
Pure, per 8½ lb. tin		0.75
Pure, in 15 gal. kegs, 8c. per lb., or per gal		1.00
Maple Sugar, pure, per lb.	0 10	0 11

DRIED FRUITS.—There is a strong demand for all lines and an advance in prices is shown. This, of course, was anticipated and is looked for about this season of the year, as these lines come into prominence about this time.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	0 07½	0 08
Nectarines, choice	....	0 11
Peaches, choice	....	0 09¾
Pears, choice	....	0 12½

DRIED FRUITS.

Candied Peels—		
Citron	....	0 17
Lemon	....	0 11
Orange	....	0 12
Currants—		
Amalias, loose	0 07¼	0 08
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg..	....	0 07¼
Fards, choicest	....	0 11
Hallowee, loose	....	0 06
Hallowee, 1-lb. pkgs.	....	0 06½
Figs—		
Finest, 6 crown, about 12 pounds....	....	0 15
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	....	0 14
50 to 50, in 25-lb. boxes, faced	....	0 13
60 to 70, in 25-lb. boxes, faced	....	0 12
76 to 80, in 25-lb. boxes, faced	....	0 08½
80 to 90, in 25-lb. boxes, faced	....	0 08
90 to 100, in 25-lb. boxes, faced	....	0 07½
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 50	5 25
Muscatels, loose, 3 crown, lb.	....	0 07½
Sultana, loose	....	0 10
Sultana, 1 lb. pkgs.	....	0 11½
Valencias, old stock	....	0 04
Seeded, fancy	....	0 09½
Seeded, choice	....	0 09

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

RICE.—There is little or no change in prices on the local market. Business has been firm and steady.

Rangoon Rice—	Per cwt.
"B," bags 50, 100 and 250 lbs.	3 30
"B," pockets, 25 lbs.	3 40
"B," pockets 12½ lbs.	3 50
"C.C.," bags 50, 100 and 250 lbs.	3 20
"C.C.," pockets 25 lbs.	3 30
"C.C.," pockets 12½ lbs.	3 40
India bright	3 45
Lustre	3 55
Fancy Rices—	**Per cwt.**
Polished Patna	4 40
Pearl Patna	4 60
Imperial Glace	4 90
Sparkle	5 10
Snow, Japan	5 30
Ice drips, Japan	5 45
Crystal, Japan	5 10
Carolina head	7 10

Imported Patna—	Per lb.	
Bags, 224 lbs.	0 05½	0 05¾
Half bags, 112 lbs.	0 05¼	0 05½
Quarter bags, 56 lbs.	0 05¾	0 05¾
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05
Tapioca—	**Per lb.**	
Singapore, medium pearl	0 04½	0 05
Singapore, seed	0 04½	0 05
Penang	0 04½	0 05

TEAS.—There is a general healthy feeling in the tea business all round just now as stocks are unusually small for this time of year. The last shipments of Japan's are just arriving and it is understood that no more teas will be shipped this year, and into the bargain stocks in first hand are small. Cable advices from China report a big shortage in these teas also. Likewise Ceylon Green market is very high, and this has a hardening tendency for Japan's and China's. A prominent importer in Montreal states that he never saw stocks so low in his whole experience.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 75	1 00

India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Spanish No. 1	....	0 12¼
Virginia No. 1	....	0 13¼
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey, gunpowder, pinhead	0 30	0 50

ONTARIO MARKETS.

Toronto, Nov. 13.—Arrivals of new figs, dates, prunes and nuts, and rapid transhipment to fill retail orders, is chief business of wholesalers this week. Good reports are coming in of Christmas orders, although not universally up to last year's so far. Then, of course, advance buying was far more pronounced, so that actual comparison is more difficult, and will be until late "returns" are in, for buying this year will continue close to actual holiday season.

SUGAR.—Prices show no sign of changing, and with raws higher drop is last thing looked for. Conditions are expected to remain stable for some little time, as refiners are reported to have orders to keep them busy for several weeks to come. Demand is improving with activity in confectionery departments for Christmas.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 50
20 lb. bags	4 60
2 and 5 lb. cartons	4 80
Beaver granulated, in 100 lb. bags	4 35
Extra Ground Sugars—	
Barrels	4 35
50 lb. boxes	5 10
25 lb. boxes	5 30
Powdered Sugars—	
Barrels	4 70
50 lb. boxes	4 90
25 lb. boxes	5 10
Paris Lumps—	
100 lb. boxes	5 25
50 lb. boxes	5 35
25 lb. boxes	5 55
Crystal Diamonds—	
Barrels	5 30
100 lb. boxes	5 25
50 lb. boxes	5 35
5 lb. cartons	7 40
Crystal Dominoes, cartons	7 50
Yellow Sugars—	
No. 3	4 45
No. 2	4 35
No. 1	4 05

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

COFFEES.—Brazil coffees are easier this week, options having declined nearly ¾ cent, and actual coffee for shipments ½ cent. This drop was owing to heavy sales in New York on account of large Brazilian interests who were unable to carry load owing to great financial stringency in Brazil.

Spot stocks are unusually small, recent actual demand having practically exhausted desirable selections. Mild grades continue firm and in very active demand. Bogotas and Mexicans are scarce, with no shipments available of former until next month, and from Mexico until January or February.

Business with roasters is, as usual at this time of year, active, and at drop are likely to make a little money, which, they claim, they have not for 3 years.

Coffee, Roasted—		
Bogotas	0 27	0 28
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 18	0 20
Santos	0 22	0 23
Chicory, per lb.	0 10	0 12

TEAS.—Advices from London received in Toronto state that tea market is highest it has ever been during past twenty-five years, and prominent packers confirm this. This is due to unsatisfactory conditions in nearly every tea producing country, and as India crop is nearly over, remedy will not be found for nearly a year. On average teas are 2 cents higher than one year ago, and promise to continue so for long time to come.

At annual meeting of one of the largest tea houses in London, held a few days ago, the chairman said:

"The average price of tea to-day is close upon one penny per pound higher than it was this time last year—and with no prospects of any large increase of supplies The evidence points to the tea producing companies being assured of remunerative prices for some years to come, as the normal increase in consumption will easily absorb any increase in supplies that may possibly be furnished."

A cable from London received in Toronto on Wednesday says: "Competition very keen; all around buying."

Supplies of Japan teas have proved 5,000,000 lbs. less than last year, which was similar amount less than year before. Export to Canada and United States will be under 30,000,000 lbs., lowest in twenty-five years and New York considers that advance of two cents is likely.

China green teas are being held back and prices ruling strong.

RICE AND TAPIOCA.—Exports of rice from Java will be restricted this year owing to a government regulation passed through fear of famine. It is expected that Japan rice will be scarce for similar reason. Locally, demand for rice is fairly good and prices are firm.

Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	....	0 05½
Patna, per lb.	0 05½	0 06½
Japan, per lb.	0 05½	0 08
Java, per lb.	0 06½	0 07
Carolina, per lb.	0 08	0 10
Sago—		
Brown, per lb.	0 04½	0 06
White, per lb.	....	0 05½
Tapioca—		
Bullet, double goat	....	0 09½
Medium pearl	....	0 05
Seed pearl	....	0 05½
Flake	....	0 09½

DRIED FRUITS.—Figs, dates and prunes, new stock, are arriving more plentifully and prices with later shipments, as usual, are easier. Scarcity of prunes, however, keeps market very high and slight relapse shown in New York and other United States points has not extended here. Some special brands of prunes are quoted at advance of 1 to 2 cents on those given below. Oregons promise to become quite a factor in consumption this year. Valencias are easier this week and new stock is selling down to 7 cents. California seeded fancy raisins, however, are firmer, but as in States, buyers are holding out as long as possible against Association's prices.

Reports from California state that its prune crop "has turned out to run largely to large size prunes this year, especially 40—50's, and this size is ¼ cent lower than one month ago." Some of outsiders are underselling Associated Raisin Co. by ⅛ to ½ cent.

New shipments altogether will place wholesalers in splendid shape to deal with Christmas orders.

Apples, evaporated, new, per lb.	0 09	0 09½
Apples, evaporated, old, per lb.	....	0 08
Apricots—		
Standard, 25 lb. boxes	0 16	0 18
Choice, 25-lb. boxes	0 18	0 20
Fancy	0 22	0 24
Candied Peels—		
Lemon	....	0 11
Orange	....	0 12
Citron	....	0 16
Currants—		
Filiatras, per lb.	....	0 06½
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	0 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ¼ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 08	0 08½
Package dates, per pkg.	0 06½	0 07½
Hallowees	....	0 07
Figs—		
3 crown layers	....	0 10
4 crown layers	....	0 10½
5 crown layers	....	0 11½
6 crown layers	....	0 12½
7 crown layers	....	0 14
Fine pulled	....	0 14
Natural figs, in bags, lb.	0 05	0 07
Comadre figs, in taps, per lb.	0 05	0 05¼
Prunes—		
30-40s	....	0 15
40-50s	....	0 13½
50-60s	....	0 10
60-70s	....	0 09½
70-80s	....	0 08½
80-90s	....	0 08
90-100s	....	0 07
Peaches—		
Standard, 50-lb. boxes	....	0 08¼
Choice, 25-lb. boxes	....	0 08¾
Choice, 50-lb. boxes	....	0 08½
Raisins—		
Sultana, choice	0 10	0 12
Sultana, fancy	0 12	0 14
Valencia, new stock	0 07	0 08
Seeded, fancy, 1 lb. packets	0 09	0 09½
Seeded, choice, 1 lb. packets	....	0 08¾

SPICES.—Primary markets in white pepper are slightly lower this week. Cables report clove market as decidedly firmer. Estimates of heavy crop have all been digested and many look for gradual increase in prices. In Europe, new crop gingers are being dealt in at higher limits.

	5 and 10 lb. Tins.	¼ lb. pkgs., doz.	¼lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	23—28	72—0 90	90—1 15
Cloves	30—35	1 08—0 95	..—1 08
Cream tartar	30—33	....	....
Curry powder	..—35	....	....
Ginger	22—27	65—0 85	75—0 95
Mace	75—1 00	....	..—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	18—20	67—0 75	80—0 90
Peppers, white	28—29	95—1 10	1 10—1 20
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	75—0 00	75—0 00
Turmeric	16—18	....	....

Range for pure spices according to grade. **Pails or** boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Cardamom seed, per lb., in bulk	1 80	2 25
Carraway, per lb.	....	0 12
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 10	0 12
Celery seed, per lb., in bulk	0 30	0 35
Shredded cocoanut, in pails	0 18	0 20

NUTS.—Old crop nuts have been pretty well cleaned up, and wholesalers are ready for new shipments, which began this week. First of these were Sicily filberts, which opened at 13 cents. Tarragona almonds are also at hand, and are selling around 16-17 cents, and it is said next shipment will bring nearer 18 cents.

Shelled almonds will retail around 40 cents. Grenoble walnuts will be in in about one week; Marbots will be about

14c to 14½c, and Bordeaux 12½c to 13½c. All these are considerably higher than one year ago.

	Per lb.	
In shell—		
Almonds, Formigetta	0 15	0 16
Almonds, Tarragona, new	0 16	0 17
Brazils	0 21	0 22
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 12	0 13
Filberts, Barcelona	....	0 09½
Peanuts, green, per lb.	0 10½	0 11
Peanuts, roasted	0 12½	0 14
Pecans	0 14	0 16
Walnuts, Bordeaux	0 12½	0 13½
Walnuts, Grenoble, new	0 14½	0 16
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	0 40	0 41
Filberts	....	0 27
Peanuts	0 09	0 10
Pecans	....	0 75
Walnuts	0 32	0 35

SYRUPS AND MOLASSES.—Prices are unchanged this week, and demand keeps steady.

	Per case.	
Syrups—		
2 lb. tins, 2 doz. in case	....	2 50
5 lb. tins, 1 doz. in case	....	2 85
10 lb. tins, ½ doz. in case	....	2 75
20 lb. tins, ¼ doz. in case	....	2 70
Barrels, per lb.	....	0 03½
Half barrels, lb.	....	0 03¾
Quarter barrels, lb.	....	0 04
Pails, 38½ lbs. each	....	1 85
Pails, 25 lbs. each	....	1 35
Molasses, per gallon—		
New Orleans, barrels	0 27	0 29
New Orleans, half barrels	0 29	0 31
West Indies, barrels	....	0 28
West Indies, half barrels	....	0 30
Barbados, fancy, barrels	0 45	0 47
Barbados, fancy, half barrels	0 49	0 50
Maple Syrup—Compound—		
Gallons, 6 to case	....	4 80
½ gals., 12 to case	....	5 40
¼ gals., 24 to case	4 80	5 40
Pints, 24 to case	2 70	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	....	1 25
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	....	7 25
Quarts, 24 to case	7 25	8 40
Pints, 24 to case	....	4 70
Maple Sugar—		
Pure, per lb.	0 14	0 15
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	....	3 00
Maple butter, lb. tins, dozen	....	1 90

DRIED VEGETABLES.—Report from Kent County states that bean crop will be smallest in some years, according to threshing returns. In quality, however, they are sound and dry. Prices are very firm at present quotations, and some jobbers report it very difficult to get shipments.

	Per bushel.	
Beans—		
Canadian, prime	1 80	1 90
Canadian, extra H. P.	2 00	2 40
Yellow eyes	....	3 25
Brown	....	2 75
Peas, Canadian, per .....bus	....	2 60
Peas, green, imported, bus	....	2 60

OLIVES.—No sign has been given yet by packers of prices for new crop olives, which are due about first of year. It is stated, however, on good authority that as result of poorer crops last few weeks than estimated earlier in season, prices will certainly be no lower than at present, and are far more likely to be advanced.

CANNED GOODS.

Toronto, Nov. 13.—Close on heels of intimation in Canadian Grocer last week of advances in some lines of canned goods has come announcement this week from Dominion Canners of an advance in price of apples.

The new prices and comparisons are as follows:—

	New price.	Old price.	Last year.
3's, standards, group B	$1.05	$0.95	$0.97½
Gals., standards, group B	3.00	2.40	2.52½

From this it will be seen the increase in 3's is 10 cents per dozen, and in gals. 60 cents per dozen, or 5 cents per can. This raises present price considerably above last year's, which were .97½ and $2.52½ respectively. Reason for advance is small crop of apples, and in letter to trade packers advise providing promptly for full requirements, "as there will be no surplus this season."

Independents on hearing of advance by Dominion Canners at once raised their own prices and several who tried to get at old prices a few hours after advance were disappointed.

Further advices from France and Norway confirm report given some time ago in Canadian Grocer of failure of sardine catch there to come up to expectations. This is confirmed by London, Eng., representative of this paper, who recently spent some time in France. "This year," he writes from Nantes, "crops of all kinds of vegetables are light, and sardine catch very small."

Retailers should note coming increase in best grades of sockeye salmon on November 17 next, as already announced in Canadian Grocer. These amount to 5 cents per dozen cans.

FRUITS.

Apples—		
3's, Standard		1 07½
3's, Preserved		1 47½
Gals., Standard		3 02½
Gals., Preserved		4 02½
Blueberries—		
2's (Huckleberries) standard		1 47½
2's (Huckleberries) preserved		1 77½
Gals. (Huckleberries) standard		6 52½
2's Black Cherries, pitted H.S.	....	1 92½
2's Black Cherries, not pitted H.S.	....	1 52½
2's Red, Ptd, Cherries, H.S.	....	1 92½
2's Not ptd., Red Cherries, H.S.	....	1 52½
Gals., Ptd., Cherries	....	8 52½
Gals., Not Ptd., Cherries	....	8 02½
2's Cherries, White Ptd., H.S.	....	1 92½
2's Cherries, White, Not Ptd., H.S.	....	1 52½
2's Black Currants, H.S.	....	1 92½
2's Preserved, Black Currants	....	2 27½
Gals. Black Currants, standard	....	5 27½
Gals. Black Currants, solid pack	....	8 27½
2's Red Currants, H.S.	....	1 92½
2's Red Preserved Currants	....	2 27½
Gal. Red Currants, standard	....	5 27½
Gals. Red Currants, solid pack	....	8 27½
2's Gooseberries, H.S.	....	1 77½
2's Gooseberries, Preserved	....	2 02½
Gals. Gooseberries, standard	....	7 02½
Gals. Gooseberries, solid pack	....	8 77½
Grapes—		
2's, white, Niagara, preserved		1 37½
Gals., white, Niagara, standard		3 27½
Lawtonberries, gals., standard		7 02½
2's Pineapple, sliced, H.S. White Bahama	....	1 92½
2's Pineapple, grated, H.S. White Bahama	....	1 47½
2's Pineapple, whole, H.S, White Bahama	....	1 92½
3's Pineapple, whole, H.S, White Bahama	....	2 47½
Peaches—		
2's white, heavy syrup		1 27½
2½'s white, heavy syrup		1 77½
3's white, heavy syrup		1 87½
1½'s yellow, flats, heavy syrup		97½
2's yellow, heavy syrup		1 27½
2½'s yellow, heavy syrup		1 77½
3's yellow, heavy syrup		1 87½
3's yellow, whole, heavy syrup		1 52½
3's pie, not peeled		97½
3's pie, peeled		1 27½
Gals., pie, not peeled		2 52½
Gals., pie, peeled		3 77½
Pie fruits, assorted, gals. (add 5 per cent.)		....
Pears—		
2's Bartlett, heavy syrup		1 52½
2½'s Bartlett, heavy syrup		1 77½
3's Bartlett, heavy syrup		2 02½
2's Flemish beauty, heavy syrup		1 47½
2½'s Flemish beauty, heavy syrup		1 72½
3's Flemish beauty, heavy syrup		1 97½
2's Keiffers, heavy syrup		1 27½
2½'s Keiffers, heavy syrup		1 52½
3's Keiffers, heavy syrup		1 77½
2's light syrup, globe		97½
3's light syrup, globe		1 37½
3's pie, not peeled		97½
3's pie, peeled		1 27½
Gals., pie, not peeled		2 52½
Gals., pie, peeled		3 77½
Pineapple, sliced, 2's		2 00
Plums—		
2's, Damson, light syrup		87½
3's, Damson, light syrup		1 27½
2's, Damson, heavy syrup		97½
3's, Damson, heavy syrup		1 37½
Gals., Damson, standard		2 77½
2's, egg, heavy syrup		1 07½
2½'s, egg, heavy syrup		1 37½
3's, egg, heavy syrup		1 47½
2's, green gage, light syrup		97½
2's, green gage, heavy syrup		1 07½
3's, green gage, light syrup		1 37½
3's, green gage, heavy syrup		1 47½
Gals., green gage, standard		3 02½
2's, Lombard, light syrup		87½
2½'s, Lombard, light syrup		1 07½
3's, Lombard, light syrup		1 27½
2's, Lombard, heavy syrup		97½
2½'s, Lombard, heavy syrup		1 27½
3's, Lombard, heavy syrup		1 37½
Gals., Lombard, standard		2 77½
2's Rhubarb, preserved	....	1 52½
3's Rhubarb, preserved	....	2 27½
Gals. Rhubarb, standard	....	3 52½
2's Strawberries, H.S.	....	1 92½
2's Strawberries, preserved	....	2 27½
Gals. Strawberries, standard	....	7 52½
Gals. Strawberries, solid pack	....	9 77½
Lawtonberries—		
2's Blackberries, H.S.	....	1 92½
2's preserved	....	2 12½
Raspberries—		
2's black, H.S.	....	1 92½
2's black, preserved	....	2 12½
Gals., black, standard	....	7 02½
Gals., black, solid pack	....	9 27½
2's red, H.S.	....	1 92½
2's red, preserved	....	2 12½
Gals., red, standard	....	7 27½
Gals., red, solid pack	....	9 27½
Group B, 2½ cents less per dozen.		
Salmon—		
Fraser River Sockeyes—		
1 lb. talls, dozen	1 90	1 95
1 lb. flats, dozen	2 02½	2 07½
½ lb. flats, dozen	1 22½	1 27½
Northern River Sockeyes, dozen	....	1 90
Red Springs, dozen	....	1 80
Cohoes, dozen	....	1 45
Pinks, dozen	....	1 00

MANITOBA MARKETS.

Prunes—Still advancing.

Soaps—Advance 20 cents per case.

Apricots—1½ cents up.

Winnipeg, Nov. 12.—Wholesalers report a good seasonable movement in all staple lines and no changes of importance are reported except in soaps on which there is general advance of 20 cents per case on laundry soaps due to the increasing cost of raw material.

Collections are fair but have not shown as marked improvement as the extremely heavy crop movement had led many to expect.

City retail trade is brisk. The exceptionally fine weather is undoubtedly favorable to grocers and provision merchants.

SUGARS.—Eastern sugar is firm but no changes are reported locally. There is a fair demand with stocks ample.

	Per cwt. in bbls.
Sugar, Eastern—	
Extra standard granulated	4 95
Extra ground or icing	5 55
Powdered	5 35
Lumps, hard	5 85
Montreal yellow	4 55
Sugar, B.C.—	
Extra standard granulated	4 95
Yellow sugar, No. 1	4 55
Yellow sugar, No. 2	4 40
Yellow sugar, No. 3	4 30
Bar sugar	5 10
Icing sugar	5 30
Powdered sugar	5 10
H. P. lumps	5 80
Sugar packed in 100 lb. sacks 5c per 100 lbs. less.	

SYRUPS.—Syrup prices are steady with a good average fall demand which will no doubt improve with colder weather.

Corn Syrups—		
Barrels, per 100 lbs.	....	4 25
Cases, 20-lb. tins, ¼ doz. in case	....	2 77
Cases, 10-lb. tins, ½ doz. in case	....	2 76
Cases, 5-lb. tins, ½ doz. in case	....	2 88
Cases, 2-lb. tins, 2 doz. in case	....	2 48
Molasses—	Per gal.	
Barbadoes	0 45	0 50
New Orleans	0 33	0 35
Maple Syrups—	Per case.	
Imperial quarts, case 2 doz.	....	5 20
Imperial ½ gals., 1 doz.	....	4 75

DRIED FRUITS.—Prices on prunes seem hardly to hold for one week and are again recorded higher. Apricots have had sharp advance. Other lines are steady. Taken as a whole, the market for dried fruits is firm. The demand this winter should be good as apples are scarce and dear and their place must be supplied with other lines in many households.

		Per lb.
Apricots—		
Extra choice	....	0 18½
Choice	....	0 16½
Standard	....	0 16
Slab	....	0 11½
Currants—		
Dry clean	....	0 07½
Washed	....	0 07¾
1 lb. package	....	0 08¾
2 lb. package	....	0 17¾
Figs, Cooking—		
Choice, boxes	....	0 06¼
Half boxes	....	0 06½
Half bags	....	0 05½
Nectarines	....	0 11
Prunes, in 25-lb. boxes—		
90 to 100	....	0 06⅞
80 to 90	....	0 07⅜
70 to 80	....	0 08
60 to 70	....	0 08⅞
50 to 60	....	0 10¾
40 to 50	....	0 12
Raisins, Valencias—		
Fancy, off stalk, 28s, per box	....	2 20
4 crown layers, 28s, box	....	2 40
4 crown layers, 14s, box	....	1 25
4 crown layers, 7s, box	....	0 65
Raisins, Sultanas—		
Californias	....	0 09¾
Smyrnas	....	0 14
Raisins, Muscatels—		
3 crown, loose, 50s	....	0 07¾
3 crown, loose, 25s	....	0 08¼
Choice seeded, package	....	0 09
Extra fancy seeded, package	....	0 10

TEAS AND COFFEES.—The coffee market is steady after the late advance and no immediate change is anticipated.

		Per lb.
Coffee—		
Rio, No. 5, green	....	0 14
Rio, roasted	....	0 20
Santos, green	....	0 16
Santos, roasted	....	0 21
Chicory, per lb.	....	0 11¼
Teas—		
China, blacks, choice	0 25	0 40
India and Ceylon, choice	0 32	0 49
Japans, choice	0 35	0 45

BEANS.—Beans are steady with none of the new Ontario crop as yet on the market.

Beans—		
Austrian, hand picked	....	2 65
3 lb. picker	....	1 90
Peas—		
Split peas, sack, 98 lbs.	....	3 85
Whole peas, bushel	2 75	2 65
Barley—		
Pot, per sack 98 lbs.	....	3 45
Pearl, per sack 98 lbs.	....	4 75

NUTS.—There has been a good demand for chestnuts both Ontario and Spanish which are obtainable at wholesale at from 20 to 25 cents per lb.

		Per lb.
In shell—		
Almonds, Tarragona	....	0 16¼
Brazils	0 18	0 19
Filberts, Sicily	....	0 12¾
Peanuts, Jumbos, roasted	....	0 12½
Peanuts, choice, roasted	....	0 10
Pecans	....	0 22
Walnuts, Grenoble	....	0 16
Walnuts, Marbot	....	0 13½
Shelled—		
Almonds	....	0 41
Walnuts	....	0 31
Chestnuts, per lb.	0 20	0 25

SASKATCHEWAN MARKETS.

By Wire.

Regina, Nov. 12.—Trade is still a little on the quiet side but improvement is anticipated soon. An advance has taken place in canned apples, during the week, of 10 cents on the 3's and 60 cents on the case. Canned salmon has also advanced.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 22	0 23
Butter, creamery, per lb.	0 30	0 32
Cheese, per lb.	0 16	0 16¼
Eggs, per dozen	0 30	0 31
Lard, 3's, per case	8 25	8 50
Lard, 5's, per case	8 15	8 45
Lard, 10's, per case	8 05	8 40
Lard, 20's, each	2 65	2 85
Flour and Cereals—		
Cornmeal, 24s, 67¾c; 29s, $1.20-$1.25; 10-10s, $2.55-$2.75; 49s, $1.35; 98s	....	2 44
Flour, 24s, $2.85-$3; 49s, $2.80-$2.95; 98s	2 75	2 90
Rolled oats, 10-8s, $2.35-$2.36; 20s, 55-56c; 40s, 99c-$1.00; 80s	2 05	2 10
Dried Fruits—		
Apricots, choice	....	0 19
Coffee, whole, roasted, Rio	....	0 19
Currants, gulf cleaned	....	0 08¼
Figs, natural 6's	0 05	0 08
Evaporated apples, per lb.	....	0 09½
Dried peaches, 25s	....	0 09
Dried peaches, choice, 25s	....	0 09½
Raisins, muscatels, 50s	....	0 08¼
Raisins, muscatels, 25s	....	0 08½
Raisins, Valencias, select, 28s	....	2 65
Raisins, seeded, choice	0 07½	0 09¼
Nuts—		
Almonds, whole	....	0 17¼
Brazil	0 18	0 21
Filberts	....	0 14½
Walnuts	....	0 15½
General—		
Potatoes, per bushel	....	0 50
Prunes, 70-80, 25s	....	0 08¾
Beans, Ontario, per bushel	2 00	2 10
Beans, Hungarian, per bushel	2 45	2 65
Rice, per cwt.	4 35	4 40
Sugar, standard, gran., per cwt.	....	5 27
Sugar, yellow, per cwt.	....	4 87
Canned Goods—		
Apples, gals., case, $1.91; doz.	....	3 86
Corn, standard, per 2 dozen	....	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	....	2 91
Strawherries and raspberries	....	4 20
Tomatoes, standard, per dozen	....	2 65
Salmon, Sockeye, 4 doz. case, 1s	....	7 60
Sockeye, ½s	....	9 80
Red springs, 1s	....	6 70
Cohoes, 1's, $5.50; hump back 1's	....	3 60
Starch—		
Laundry, 1s	....	0 08½
Corn, 1s	0 07	0 08⅜
Poultry—		
Turkeys, lb.	....	0 26
Geese, lb.	....	0 21½
Chickens, lb.	0 25	0 26
Fowl, lb.	....	0 19

NEW BRUNSWICK MARKETS.

By Wire.

St. John, Nov. 13.—Dealers are greatly pleased with the fall business. Receipts of orders are quite large and collections good. Outside trade seems to be particularly bright and there are big local orders. Flour market is steady. Dealers do not now expect lower quotings in Manitoba flour, despite difference in Ontario. Molasses market is easy. Stocks are plentiful and prices are lower. Beans are firmer and advanced slightly. Provision market is strong; pork is higher; fresh eggs are scarce and higher in price, while butter is about same. Poultry is plentiful and beef easier.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	0 16	0 16½
Beef, barrel	23 75	25 00
Pork, American clear, per bbl	26 00	27 50
Pork, domestic, mess, per bbl	....	30 00
Butter, dairy, per lb.	0 26	0 28
Butter, creamery, per lb.	0 29	0 31
Cheese, new, per lb.	0 15	0 15¼
Eggs, in case, 30c; hennery	0 35	
Lard, compound, per lb.	0 11¼	0 11½
Lard, pure, per lb.	0 15¼	0 15½
Flour and Cereals—		
Buckwheat, W., grey, per bag	2 75	2 85
Cornmeal, gran., $5.50; bbls. $3.65; bags	....	1 75
Cornmeal, ordinary, bags	....	1 75
Flour, Manitoba, per bbl.	....	6 25
Flour, Ontario, per bbl.	....	5 25
Rolled oats, per bbl.	....	5 40
Oatmeal, standard, per bbl.	....	5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Potatoes, barrel	1 40	1 50
Sugar—		
Standard granulated	....	4 60
United Empire	....	4 50
Bright yellow	....	4 30
No. 1 yellow	....	4 10
Paris lumps	....	5 75
Molasses, Barbados, fancy	0 35	0 38
Currants, 1s, per lb.	0 08	0 08½
Raisins, California, seeded	0 09¾	0 10¼
Rice, per cwt.	3 60	3 70
Beans—	Per bushel.	
Canadian white	2 35	3 04
Yellow eye	3 25	3 40
Canned Salmon—	Per 4 doz. case	
Pinks	4 25	4 75
Cohoes	7 40	7 60
Red spring	8 25	9 25
Salmon, Sockeye, 4 doz. case	....	7 60
Canned Fruits and Vegetables—		
Beans, baked	1 30	1 35
Beans, string	0 87½	0 90
Corn, dozen	0 95	1 00
Peas, No. 4	0 85	0 90
Peas, No. 3	0 87½	0 90
Peas, No. 2	0 90	0 95
Peas, No. 1	1 30	1 35
Peaches, 2's, dozen	1 30½	1 35
Peaches, 3's, dozen	1 97½	2 00
Raspberries, dozen	1 97½	2 00
Strawberries	1 97½	2 00

TWENTY YEARS AGO IN THE GROCERY TRADE

Following items are from Canadian Grocer of Nov. 17, 1893:—

"There is no new feature in nuts and prices rule steady as before. We quote filberts, 8½ to 12c; peanuts, 8 to 11c per lb., and cocoanuts, $3.75 to $4 per hundred; Tarragona almonds, 11½ to 12c.; and shelled almonds, 23 to 45c, according to grades."

Editorial Note.— This item is from the Montreal market 20 years ago. A glance at quotations to-day show that nuts have advanced somewhat during the intervening time.

* * *

"The main trouble which the Toronto retail stores will have in trying to close on Saturday afternoons will probably be found in the fact that the dealers themselves cannot get through delivering orders early enough to close on the afternoon of the busiest day in the week. Orders cover two days, and as it is now, the grocer's wagon runs until almost midnight. Better close earlier other week days, and in that way try to balance the over work on Saturday. We don't believe the Toronto dealers will succeed."

Editorial Note.—The situation to-day is pretty much the same as in 1893. It would no doubt be a big contract on the hands of anyone who attempted to get all the grocers to close early on Saturdays. The prediction of 20 years ago has been fulfilled.

MONTREAL TRADE NOTES.

H. Laporte, president Laporte, Martin, Limited, Montreal, has been spending a short holiday at Atlantic City.

N. P. Aldred, formerly with E. W. Gillet & Co., Ltd., in Western Canada, is now in Montreal representing F. E. Rolson & Co., Toronto.

N. J. Hughes, manufacturer of brooms, Kingston, Ont., was in Montreal this week.

J. Roberts, of Furuya & Nishimura, Montreal, will sail, early next month, for the Old Country to spend a holiday with his people there.

FLOUR and CEREALS

Millers Hoping Listed Prices Will Soon Rule

Unwilling to Change Quotations in Hope That Bottom in Wheat Has Been Reached—Some Selling 40 Cents Below for Manitoba —Cornmeal Coming in Freely from States—Big Order for Flour in Montreal.

Cutting of list prices by mills goes merrily on and is likely to continue for some weeks yet. Situation seems to be that millers have long realized that their list prices are far too high in comparison with low rate for wheat and finding public unwilling to contract at high quotations, have been forced to come down 10, 20 30 cents and more. This, as has been pointed out on several occasions by Canadian Grocer, has been going on for weeks. Export as well as local business has been done on lower basis, and Ontario as well as Manitoba flour has been dealt in along same line. Head of big milling company has expressed opinion that low price of wheat has been caused by abnormal rush to elevators and glutting of market, induced by financial pressure on farmers of West, and effort to realize as soon as possible on crops to satisfy pressing obligations. Result has been—and this has been deplored—that much Canadian Northern No. 1 wheat, has been sacrificed at prices far below what much inferior United States and other wheat will bring when markets recover. However, situation seems unavoidable. Millers, generally, have feeling, therefore, that market will recover as soon as present loading has been partially digested, and that bakers and retail grocers will be willing to buy flour at higher prices than they offer now, when wheat has advanced. However, had list prices on flour been reduced it might have been difficult in face of world's large supply of wheat to bring them up again. Hence they have been retained, nominally, at higher figures set as ''opening prices.''

One of the largest orders ever placed in Canada is reported in Montreal, 100,000 barrels of flour, and all for local consumption. Figure is not mentioned.

It is stated that English mills are preparing to handle Argentine wheat and ship flour to States, following passing of tariff bill. England, being free trade, gets free entry of flour into States. English mills have been making great headway under freight system, by which much more is charged for flour going to England from other countries than for wheat. In 1902, 19,000,000 cwts. flour were imported into England, whereas in 1912 only 10,000,000 cwts. went in. Britain uses more flour, but British mills manufacture difference themselves.

MONTREAL.

FLOUR.—Feature of local market last week was sale of over 100,000 bbls. made for home consumption, delivery to be spread over next twelve months. Grade of flour and price it was made at could not be ascertained. Aside from this, demand has been quiet and rather disappointing to millers. Struggle of buyers against high listed prices continues strong as ever.

Manitoba Wheat Flour—		Car lots, in bags. per bbl.
First patents	....	5 40
Second patents	....	4 90
Strong bakers'	....	4 70
Flour in cotton sacks, 10 cents per barrel more.		
Winter Wheat Flour—		
Fancy patents	4 40	4 60
90 per cent.	4 10	4 30
Straight roller	3 90	4 10
Blended flour	4 30	4 45

CEREALS.—There has been no actual change in prices for rolled oats as yet, but tone of market is easy, with only small volume of business passing.

Cornmeal—		Per 98-lb. sack
Kiln dried	....	2 60
Softer grades	....	2 50
Rolled Oats—		90s, in jute.
Small lots	....	2 22½
25 bags or more	....	2 12½
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—Fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.		
Rolled wheat—		100-lb. bbls.
Small lots	....	2 85
Hominy, per 98-lb. sack	2 40	2 75

MILL FEEDS.—Demand from United States for shipments of bran was feature of local market during week. Supplies are now more plentiful than they have been of late and sales for November shipments were made. Same price was offered for December shipments but millers would not accept as they have confidence in future course of values. Easy feeling noted week ago still continues.

Mill Feeds—		Car lots, per ton
Bran	....	22 00
Shorts	....	24 00
Middlings	....	26 00
Wheat moulee	....	28 00
Feed flour	....	34 00
Feed cornmeal, per cwt.	....	1 85

TORONTO.

FLOUR.—As referred to above, listed prices have been shot to pieces by millers in efforts to induce buying in face of low wheat prices and high flour quotations. Below are given ranges in sales, most of them at lower figures. For instance, a miller this week stated that at $5.00 several sales of first patent had been made but he was refusing now to take less believing market would soon be firmer on advancing wheat prices. Even lower than $3.90 has been paid for 90 per cent.'s in Ontario wheat flour.

Manitoba Wheat Flour—	Small lots, in jute bags per bbl.	
First patent	5 00	5 40
Second patent	4 50	4 90
Strong bakers'	4 30	4 70
Flour in cotton sacks, 10c per bbl. more.		
Winter Wheat Flour—		
Fancy patents	4 20	4 40
90 per cent.	3 90	4 00
Straight roller	3 80	3 90
Blended flour	4 20	4 35

CEREALS.—Shipments of cornmeal are coming in more freely, at least three carloads reaching Toronto early this week. There is tendency to hold cornmeal up, however, in face of this, one jobber stating that as profits on rolled oats are very light, cornmeal must make up to jobber, wholesaler and retailer. Demand for this and rolled oats keeps good and as yet there is little temptation to reduce quotations.

Cornmeal, per 98 lb. bag—		
Kiln dried, 25 bag lots	2 20	2 30
Rolled oats, per 90 lb. sack, in jute—		
Small lots	2 22½	2 25
25 bags to car lots	2 12½	2 17½
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal, standard and granulated, 10 per cent. over rolled oats in 90 S, in jute.		
Rolled Wheat—		
50 lb. boxes	....	1 45
100 lb. barrels, small lots	2 90	3 00
100 lb. barrels, 5 bbl. to car lots	2 80	2 90
Split peas, 98 lb. bags	....	3 35

MILL FEEDS.—Demand is improving with colder weather and prices are shade firmer but some business is reported to be doing still at slight reductions.

Mill Feeds—		Car lots, per ton.
Bran	....	22 00
Shorts	....	24 00
Middlings	....	26 00
Wheat moulee	....	28 00
Feed flour, per bag	....	1 70

WINNIPEG.

FLOUR AND CEREALS.—There are no new features in flour and kindred lines. There is good domestic trade but export business is very quiet.

Flour, Manitoba Wheat—		Per bbl.
Best patents	....	5 30
Second patents	....	4 60
First clears	....	4 20
Low grade	2 90	3 10
Jute bags, 10 cents less.		
Cornmeal, 98s	....	1 95
Rolled oats, 80s	....	1 80
Oatmeal, granulated, 98s	....	2 30
Wheat granules, bale, 16-60	....	3 25

FRUIT & VEGETABLES

Drop in Florida Oranges; Potatoes are Higher

Last Shipments of Valencias Coming in and Prices Advance—Frost Causes Rise in Eastern Potatoes—Temporary Advance in Lemons—Messinas Due at End of Week—Cranberries Up 50 Cents.

MONTREAL.

GREEN FRUITS.—Mackintosh apples which had reached prohibitive price last week dropped $1.50 per bbl. and Fameuse were slightly lower. New spies sell at $6.00 for No. 1. Cranberries were firm at $9.00, practically advance of 50 cents. Verdelli lemons are nearly done and new Messinas are selling at $5.00.

Apples—		
Baldwins, No. 1	....	5 50
Baldwins, No. 2	....	4 25
Mackintosh Reds	7 00	8 00
Mackintosh, No. 2	....	6 00
King	....	5 00
No. 2s, all grades, 75-$1 less than No. 1s.		
Fameuse, bbl.	7 50	8 00
Spies, No. 1	....	6 00
Spies, No. 2	....	4 50
Bananas, crate	2 00	2 50
Cranberries, Cape Cod, bbl.	2 75	9 00
Grapes, Tokay, 4 bkt. crate	....	2 75
Almeria grapes	5 00	6 00
Grapefruit, Jamaica, 54s. per case	....	5 00
Messina Lemons, large box	....	5 00
Oranges—		
Jamaicas, 125s to 250s	3 25	3 50
Late Valencias	6 00	7 50
Pears, Oregon, box	....	3 25
Pears, Bartlett, Can., per bbl	....	6 00
Pears, Winter, 11-qt. .....bkt.	....	0 50

VEGETABLES.—Price of potatoes is expected to go trifle higher for various reasons. Now that frost is due it is necessary to use cars which have special advantages for shipment. These are heated, but as there is shortage at present, result will be that old cars will be brought into service and rigged up specially for this purpose. It is also stated potatoes are being left in fields with result that they are rotting. When they are all taken in they will have to be sorted and this will mean considerable waste, resulting in further increase in price. Tomatoes are now off list.

Cabbage, per doz.	0 35	0 50
Celery, per doz. heads	0 35	1 00
Cucumbers, Boston, doz.	....	2 00
Egg plant, basket of 12	....	0 75
Garlic, per lb.	....	0 10
Onions—		
Spanish, per case	3 00	3 25
Spanish, half case	....	1 75
Red Danvers, 75-lb. bag	....	3 50
Peppers, green, 11-qt. bkt.	....	1 00
Peppers, red, 11-qt. bkt.	....	1 50
Potatoes—		
Green Mountains and Quebecs, bag.	....	1 00
Potatoes, sweet, per bbl.	....	4 25
Potatoes, sweet, Jersey, hpr.	1 25	1 50
Turnips, Quebec, bag	....	1 25
Tomatoes, hothouse, per lb.	0 25	0 30

TORONTO.

GREEN FRUITS.—More disappearances this week, until apples almost occupy position of lonely splendor in Canadian section. Prices remain about same, for simple reason that if they went much higher consumption would cease except amongst millionaires. "That is one consolation," as wholesaler remarked this week, "really high prices work their own cure. When fabulous point is reached, consumption drops off and prices must go down again." That is view taken of apples and some buyers expect them to drop after Christmas when big demand is checked. Decline in England for Nova Scotia apples is ended and prices are up again. Drop was due to warm weather here injuring quality of shipments. Spies are beginning to come in slowly but, they are hardly ready yet. Prices are starting about $4.50 but will go up almost at rate of 50 cents per week, it is reported, until probably $6 or so is reached. That is present prospect. Snows are scarcest of all and few can be had.

Cranberries are soaring and promise to repeat advances regularly until $11 or $12 is reached, according to several importers. Supplies are scarce and demand has become quite good. This week's advance is 50 cents, and now they are $1.25 higher than lowest point this fall. Jamaica grapefruit is 50 cents lower, while Florida remains at $5.00. Valencia oranges are nearly done and prices are up 50 cents as Floridas still show signs in some shipments of lack of mature color. Prices are rather lower to $3.75 and $4.00, and, as announced last week, supply and quality are excellent, all save color. Grapes are up, Almerias (or Malagas) to $7.00 and Tokays to $2.75. In lemons Verdelli are up to $4.50 owing to scarcity before new crop comes in. Messinas are due end of this week and will sell for about $5.00.

CANADIAN.

Apples—		
Snows, hand picked, bbl.	4 00	5 00
Wealthy, Greenings, Baldwin, No. 1, bbl.	....	4 00
Do., No. 2, bbl.	3 00	3 50
Cooking, bbl.	2 25	3 00
Snows, etc., bkt.	0 35	0 50
Talman Sweets, bbl.	2 50	3 00
Citrons, each	0 08	0 10

IMPORTED.

Apples, Jonathans, case, fancy, $2.50; extra	....	2 75
Bananas, per bunch	2 00	2 25
Cranberries, bbl.	....	9 00
Cranberries, box	....	3 25
Grapefruit, Jamaica, case	3 50	3 75
Grapes, Almerias	7 00	8 00
Grapes, Tokay, case	....	2 75
Grapefruit, Florida, case	5 00	5 50
Oranges, California Valencias	5 75	6 25
Oranges, Floridas	3 75	4 25
Limes, box of 100	0 75	1 25
Lemons, Verdelli	....	4 50
Lemons, Messina (due)	....	5 00
Pineapples, Floridas	3 50	4 25
Pineapples, Cubans	....	4 75
Pineapples, Porto Ricos	....	5 50
Pomegranates, California, case	4 00	4 25
Pomegranates, Spanish, case	4 25	4 50

VEGETABLES.—Arrival of frosty weather this week chased Ontario potatoes off market as no arrangements are made by railways or shippers generally for handling Ontario potatoes in cold weather. If they continue to grade as high as this year, however, it is likely they will be handled all year round. Heated cars are required and these are devoted to bringing in New Brunswick's. With extra cost of handling, through cold, potatoes advanced 5 to 10 cents this week, and promise to keep quite firm for three weeks at least. Some look for slight drop about middle of December owing to lessened demand. Toronto buyer has begun to ship New Brunswicks over to Buffalo and Detroit where he finds good market. United States buying in East continues almost up to early basis.

Canadian cooking onions advanced 25 cents to $2.00 and may go higher. Quality is particularly good, as is demand, and supply only fair. Tomatoes can be dismissed without insult as they have been on market unusually long. So with egg plant and vegetable marrow. Beets, carrots and parsnips are down to 85 cents bag.

Beets, Canadian, per bag	....	0 85
Cabbage, case	1 00	1 25
Carrots, Canadian. bag	....	0 85
Cauliflower, dozen, large	1 50	1 75
Squash, bbl.	....	1 50
Parsnips	....	0 85
Potatoes, New Brunswick, bag	1 05	1 10
Sweet potatoes, hamper	....	1 25
Sweet potatoes, bbl.	....	3 50
Mushrooms, per lb.	....	0 75
Onions—		
Spanish, crate	3 00	3 25
Large cooking, bag	....	2 00
Celery, domestic, doz.	0 20	0 25
Pumpkins, each	0 08	0 10
Turnips, bag	0 50	0 60

WINNIPEG.

FRUITS AND VEGETABLES.—Potatoes and nearly all lines of vegetables, whether imported or grown locally, have advanced this week.

Ontario winter apples are scarce, wholesalers experiencing considerable difficulty in securing cars for forwarding supplies. Western box apples are plentiful and of very fine quality.

* * *

"Garden" huckleberries, as they are called, tame variety of wild fruit, is being brought on Toronto market and sales tested in several retail stores in city this week. Berries come from Burford, Ont., and resemble black currants in their dull coat, rather than bluish white, "dewy" covering of huckleberry. To try raw it is bitter but when made into jam it is quite tasty and of more consistency than wild berry. Present sales are being made at 8 to 10 cents per box, wholesale.

PRODUCE & PROVISIONS

Eggs Advance; Fresh Butter Up; Hogs Decline

Breakfast and Roll Bacon in Toronto Declines Half Cent—Eggs Continue to Advance—Hogs Down 40-50 Cents—Drop in Ontario Poultry Owing to Rush of Supplies.

Eggs continue to hold centre of stage in produce and provision market, and one might say this hen product counts that week lost in which its financial value has not risen at least one cent more towards vanishing point, where consumer may refuse to buy at all. In Montreal many firms advanced prices for new-laid as much as 7 cents, while in Toronto the increase was clear 3 cents, bringing cartons to 43 cents. One Toronto wholesaler said on Tuesday that he had received 50 cents each for five dozen fresh laid, and at farmers' market 60 cents was paid for a few lots during week.

Undertone of market in both centres is strong owing, it is believed, to rapid reduction in storage stocks and ever-increasing drop in supply of fresh laids. Storage men in Toronto are mum on question of amounts still in stock, but it is thought that quantity at first of season was less than year ago, owing probably to losses made last winter and spring. So far as can be learned few eggs were imported, as these had last year been sold at heavy loss, and local supplies during spring and summer would not be sufficient for heavy storing. In Montreal there were 12,060 fewer cases in store than year ago, and during past month decrease of stock was 20,147 cases. With storage stock lightening prospect seems to be for further increases.

Butter situation is somewhat different. Fresh supplies are dwindling with cold weather and closing of many factories, but so far stocks in storage, at least in Ontario, appear sufficient for all demands for some time to come. In Montreal, stocks in store decreased 37,975 packages during past month, and with shipments still due for Western Canada supply is not promising, and some believe Canada must import before spring. Despatch from New York announces offers of Danish butter at 26 to 27 cents laid down, and arrivals already of some rather poor lots from Copenhagen and Siberia.

MONTREAL.

PROVISIONS.—Business for past week on local market has been fair for this season of year. Demand for lard is fair, while prices are unchanged. Smoked meats are being sold only in small quantities to fill actual wants. Weak feeling which has characterized London market for past couple of weeks for Canadian smoked meats still continues.

Hams—		Per lb.
Light, under 12 lbs.	....	0 19½
Medium, 12 to 20 lbs.	....	0 19
Large, 20 to 40 lbs.	....	0 18
Backs—		
Plain, bone in	....	0 23½
Boneless	....	0 26
Peameal	....	0 26
Bacon—		
Breakfast	0 20	0 21
Roll	....	0 17
Shoulders, bone in	....	0 16
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled	0 30	0 30½
Hams, roasted	....	0 31
Shoulders, boiled	....	0 27
Shoulders, roasted	....	0 28
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 90-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—		Per bbl.
Heavy short cut mess	....	30 00
Heavy short cut clear	....	30 00
Clear fat pork	....	28 00
Clear pork	....	26 50
Lard, Pure—		Per lb.
Tierces, 375 lbs. net	....	0 14
Tubs, 50 lbs. net	....	0 14
Boxes, 50 lbs. net	....	0 14
Pails, wood, 20 lbs. net	....	0 14¼
Pails, tin, 20 lbs. gross	....	0 14
Cases, 10-lb. tins, 60 in case	....	0 14½
Cases, 3 and 5-lb. tins, 60 in case	....	0 14¾
Bricks, 1 lb., each	....	0 15¼
Lard, Compound—		
Tierces, 375 lbs. net	....	0 10½
Tubs, 50 lbs. net	....	0 10¾
Boxes, 50 lbs. net	....	0 10½
Pails, wood, 20 lbs. net	....	0 11
Pails, tin, 20 lbs. gross	....	0 10½
Cases, 10-lb. tins, 60 in case	....	0 11¼
Cases, 3 and 5-lb. tins, 60 in case	....	0 11½
Bricks, 1 lb. each	....	0 12¼
Hogs—	Per cwt.	
Live, f.o.b.	9 00	9 25
Live, fed and watered	9 35	9 50
Dressed	13 25	13 50

BUTTER. — Demand is firm and steady, while prices remain unchanged. Stocks are being rapidly reduced, however.

Butter—		Per lb.
Creamery prints, fresh	....	0 30½
Creamery solids	....	0 30
Dairy, prints or solids	0 23	0 24
Separator, prints or solids	0 23½	0 24½

EGGS.—As predicted last week, price of new-laid eggs has again taken jump, and shows increase of 7c in past. Scarcity is assured, and it is said famine in New York is expected, with the result that European stock will be imported. Present prices in Canada prohibit export to States. All other prices remain unchanged, but very firm.

Eggs, case lots—		Per dozen.
New laids	....	0 50
Selects	....	0 34
No. 1s	....	0 30
No. 2s	....	0 26
Splits	....	0 25

CHEESE.—There has not been much change in market from last week, with prices remaining same. Cross-ocean shipments have been very light compared with last year. Bulk of September cheese is held for higher prices. Production for season is pretty well over and November make is estimated as likely to be barely half last year's. British report on agriculture says number of cows and heifers in milk or in calf in England and Wales was 83,516 less than year ago, and 5,836 less in Scotland, so that export market looks more promising field than ever. Present prices for October cheese, however, are considered too high for much business.

Cheese, White or Colored—	New.	Old.
Large	0 14	0 15
Strong	....	0 16—0 17
Twins	0 14½	0 15
20 lb. new	0 15—0 15½	....
Stilton	...	0 17

POULTRY.—Market remains much same as last week, with one or two exceptions. Demand is very active from American points all through Ontario, and this past week has had tendency to advance prices in Quebec. Ducks, milk fed, are 2 cents higher—16-18c for live, and 22-24c for dressed, while geese and turkeys are slightly higher.

Fresh stock—	Live.	Dressed.
Broilers, per lb.	0 22—0 24	....
Broilers, per pair	......	1 25
Ducks, milk fed	0 16—0 18	0 22—0 24
Ducks, old	0 12—0 13	0 14—0 15
Fowl	0 14—0 15	0 17—0 18
Geese	0 12—0 13	0 14—0 15
Turkeys, spring	0 18—0 20——	0 24

HONEY.—Prices continue unchanged, and fair demand is reported, especially for small packages.

Honey—	White Clover per lb.	Buckwheat per lb.
Barrels	0 12	0 09
Tins, 60 lbs.	0 12¼	0 09½
Tins, 30 lbs.	0 12½	0 09¾
Comb, 13-14 oz, section	0 20	0 15—0 16
Tins, 5 and 10 lbs.	0 13	0 10

TORONTO.

PROVISIONS.—Little change was evident this week in provision market except general easier feeling, which was reflected in half cent reduction in breakfast and roll bacon and boiled and roast shoulders. Hogs are lower this week by 40 cents, market like last week showing tendency to fluctuate from day to day. Lard continues at higher figure of last week, due to light stocks. Even at 14 cents it is ½ cent lower than year ago, with hogs somewhat higher.

Hams—		
Light, per lb.	....	0 20
Medium, per lb.	....	0 19¼
Large, per lb.	0 10	0 19
Backs—		
Plain, per lb.	....	0 23
Boneless, per lb.	....	0 25
Pea meal, per lb.	0 24	0 25
Bacon—		
Breakfast, per lb.	0 19½	0 20
Roll, per lb.	0 15½	0 16
Shoulders, per lb.	0 14½	0 15
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 15½	0 16
Long clear bacon, heavy	0 15	0 15¼
Cooked Meats—		
Hams, boiled, per lb.	....	0 29
Hams, roast, per lb.	....	0 30
Shoulders, boiled, per lb.	....	0 22

Sboulders, roast, per lb.	....	0 23
Barrelled Pork—		
Heavy mess pork, per bbl.	24 00	25 00
Sbort cut, per bbl.	28 50	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 14
Tubs, 60 lbs., per lb.	....	0 14¼
Pails, 20 lbs., per lb.	....	0 14½
Pails, 3 and 5 lbs., per lb.	....	0 15¼
Bricks, 1 lb., per lb.	....	0 15½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10½
Tubs, 60 lbs., per lb.	0 10½	0 10¾
Pails, 20 lbs., per lb.	0 10¾	0 11
Hogs—		
F.O.B., live, per cwt.	8 25	8 35
Live, fed and watered, per cwt.	8 60	8 75
Dressed, per cwt.	12 25	12 50

BUTTER. — Some wholesalers are quoting fresh creamery prints at advance of 1 cent this week to 29-31c, and listing creamery prints, storage, at last week's figures of 28-29c. Others while retaining creamery with rest of list unchanged, recognize a greater firmness of market for creamery and dairy. Some firms are credited with being afraid to advance storage any more until they have depleted stocks further, as there is every indication they are heavy still. Dairy prints in some cases have advanced 1 cent also. Reports of Danish offers to New York are interesting Toronto buyers, and they believe if United States market advances 1 or 2 cents more Denmark importations will be begun extensively, and may extend to Canada under similar conditions. Creamery is running up to 31¾c in New York this week.

Butter—		
Creamery prints, fresh made	0 29	0 31
Creamery prints, storage	0 28	0 29
Creamery solids	0 26	0 27
Dairy prints, choice	0 23	0 25
Dairy solids	0 20	0 22
Separator prints	0 23	0 26

EGGS.—How far will they go before they stop? This is question of hour on egg markets. This week they have soared again, fresh laid going up to 40c and carton fresh laids as high as 42c. Indeed, few dozen were sold for 50c by one wholesaler. Of general feeling that stocks in storage are light is true, several more advances may be depended on before Christmas cooking has been completed. In addition to new laids, No. 2's and splits are now up 1 cent more, to 26 cents.

Eggs, case lots—	Per dozen.	
Strictly new laid	0 37	0 40
Strictly new laid, in cartons	0 40	0 42
Storage, selects	0 31	0 33
Storage, No. 1 stock	0 30	0 31
No. 2's	....	0 26
Splits	....	0 26

CHEESE.—Most of boards have closed for season, but a few factories in Eastern Ontario will continue, Belleville, Napanee, Kingston and Brockville. November made in Ontario as well as Quebec is not likely to be more than half last years. Export demand is only fair, although local sales are improving. Prices are unchanged.

Cbeese—		
Old, large	0 14¾	0 15
Old, twins	0 15	0 15¼
New, large	0 14¼	0 14½
New, twins	0 14½	0 14¾

HONEY.—Circular just issued by Ontario Beekeepers' Association confirms estimates made weeks ago by local buyers that crop was much heavier than Association's figures seemed to imply. The secretary, while announcing that several carloads were disposed of through his office, presumably at figures fixed by Association, admits that much had to be sold by members individually at lower prices. As result it has been concluded to sell in future through smaller local associations. Prices this week remain about where they were, with belief among most buyers that gradually when bulk of stock is located they will be firmer.

Clover, bbls., per lb.	0 09	0 09½
60, 30-lb. tins, per lb.	....	0 10
10, 5-lb. tins, per lb.	....	0 10½
Buckwheat, bbls.	....	0 07
Buckwheat, tins	....	0 07½
Comb	2 25	2 75

THE HONEY SITUATION.

The attempt of the Ontario Beekeepers' Association to market honey of members through central organization has not worked out very well, and at the convention to be held in Toronto next week, a proposal will be made by the Executive that next year's crop be taken care of by local, probably county, associations. At beginning of season the Crop Report Committee met and fixed prices to which all members were supposed to assent. Several carloads were disposed of by the secretary-treasurer, Morley Pettit, at committee's prices, but demand soon dropped off when immediate demands of buyers were satisfied as they felt scale was too high. They tried the effect of the "waiting game, and soon honey began to sell at lower prices, 1 to 1½ cents in many cases. It then began to be certain that crop was larger than had first been believed and many bee-keepers became anxious to dispose of stock to avoid having it left on their hands and 10 cents was common price for 60-lb. pails and 9½ and even 9 for barrel lots.

In his report to the Convention, Mr. Pettit says: "This year, the heavy crop of honey in some parts of Ontario has caused a weakening of prices, and considerable anxiety to bee-keepers with reference to markets. Realizing the seriousness of the situation, the Secretary undertook to assist members in securing the prices recommended by the crop report committee. The degree of success which this effort has attained will be shown by the fact that the business of disposing of several carloads of honey has passed through the Secretary's office. This work, however, will have to be taken up by local associations and the first session of the Convention will be devoted to a discussion of ways and means of co-operation."

POULTRY.—Some surprises were due this week after raid on Canadian market by United States buyers. Like Mark Twain's comment on report of his own death, this was "exaggerated" to some extent. That is all poultry in Western Ontario has not been "cleaned up" at higher prices offered ten days ago, and farmers, noting increase of prices last week, rushed heavy supplies in this week expecting to realize handsomely, with result that market fell slightly. Another reason governing geese and turkeys was poor quality offered. However, once miniature glut is over, prices are thought certain to advance. Declines are as follows:—Turkeys, spring, 17c live, and 20-22c dressed, decline in latter of 3 cents on highest price; geese, 2 cents lower; chickens, 1-2 cents; fowl, 1-2 cents; ducks, 2-3 cents; broilers, 1 cent. Frozen turkeys are now off market. One year ago prices were: Chickens, 14-17c; ducks, 16-20c; fowl, 12-16c; turkeys, 21-24c; geese, 13c.

Fresh Stock—	Live.	Dressed.
Broilers, spring	0 13	0 14—0 16
Ducks, spring	0 10—0 11	0 12—0 15
Fowl	0 10—0 11	0 12—0 13
Chickens, lb.	0 13—0 14	0 15—0 18
Geese	0 10—0 12	0 12—0 14
Turkeys, spring	0 17	0 20—0 22
Turkeys, old Tom	0 14	0 16—0 18

WINNIPEG.

PRODUCE AND PROVISIONS.—A feature in the provision market this week is a sharp advance in lard. There is a very good demand for cured meats. Eggs are scarce and dear but have made no further advance. Butter and cheese steady.

Cured Meats—		
Hams, per lb.	0 18½	0 21
Shoulders, per lb.	....	0 14
Bacon, per lb.	0 20½	0 22½
Long clear, D.S., per lb.	....	0 13½
Mess pork, bbl.	....	28 00
Lard—		
Tierces, per lb.	....	0 13½
50 lb. tubs	....	6 87
20 lb. pails	....	2 88
3 lb. tins, cases	....	8 70
5 lb. tins, cases	....	8 62
Butter—		
Creamery, per lb.	0 29	0 32
Dairy, per lb.	0 23	0 25
Cheese—		
Ontario, large, per lb.	....	0 16
Ontario, twins, per lb.	....	0 16¼
Eggs—		
Good eggs	....	0 27
Fresh gathered	....	0 35

THE POTATO IN ART.

At a dinner in New York James Montgomery Flagg, artist, told this story to illustrate the influence of the artistic atmosphere:

"You can't escape the artistic atmosphere. Even my cook cannot escape it. She came into the studio to-day and said:

" 'About the potatoes for lunch, sir—will you have them in their jackets or in the nood?' "

FISH AND OYSTERS

Heavy Loss of Cured Fish from Bad Weather

Whitefish and Trout Close Season Forces Frozen Goods on Market—Herring Scarce Owing to Export—Spring Mackerel Sold at $1 Advance.

MONTREAL.

FISH.—Prices of local market remain much same as last week, with exception of fresh halibut, which is very scarce. However, there is little or no demand for this owing to high price asked. Frozen halibut is now most called for. Demand for Malpeques is very active owing to near approach of frost. Last shipments are almost due, as season closes about 15th of this month. Choice stock is very scarce owing to dealers preparing for winter. Herring and pickled fish are very much in demand. This may be accounted for owing to Advent being only three weeks away.

Fresh Fish—		
Bluefish, per lb.	....	0 18
Carp, 100 lb. boxes, per lb.	0 10	0 11
Cod, market, 250 lb. cases, per lb.	....	0 06
Doree, 100 and 150 lb. cases, per lb.	0 11	0 12
Flounders, per lb.	0 06	0 07
Frogs legs, large, per lb.	....	0 50
Frogs legs, small, per lb.	....	0 25
Haddock, per lb.	0 05	0 06
Herring, per 100 fish, large	....	3 00
Mackerel, lb.	....	0 12
Perch, dressed, per lb.	0 09	0 10
Pike, dressed, per lb.	0 08	0 09
Salmon, B.C., per lb.	0 15	0 18
Salmon, Gaspe, per lb.	0 18	0 20
Steak cod, per lb.	....	0 08
Smelts, per lb.	....	0 12
Sword fish, per lb.	0 08	0 10
Turtles, small, per lb.	....	0 15
Whitefish, per lb.	....	0 12
Shell Fish, Fresh—		
Clams, per barrel	....	7 00
Lobsters, live, per lb.	....	0 30
Lobsters, boiled, per lb.	....	0 32
Oysters, bulk, standards, per gal, $1.50; Selects	....	1 80
Oysters, solid meat, standards, per gal., $1.80; selects	....	2 00
Oysters, Cape Cod, shell	....	9 00
Oysters, Malpeques, shell	9 00	12 00
Periwinkles, per bushel	....	2 50
Prawns, per gal.	....	2 00
Scallops, per gal.	....	3 00
Shrimps, per gal.	....	2 00
Frozen Fish—		
Haddock, per lb.	0 04½	0 05
Halibut, per lb.	0 11	0 12
Herring, per 100 fish	....	2 00
Pike, per lb.	....	0 06
Smelts, fancy, per lb.	0 12	0 13
Smelts, No. 1, per lb.	0 08	0 09
Salmon, fancy, Spring, per lb.	0 14	0 15
Salmon, Gaspe, per lb.	0 15	0 16
Salmon, Qualla, per lb.	0 07½	0 08
Whitefish, per lb.	0 11	0 12
Prepared Fish—		
Boneless fish, 20 lb. boxes	0 06	0 07
Cod, boneless, 20 lb. boxes, 2 lb. blocks	0 07	0 08
Cod, pure, 3 lb. box, per lb.	....	0 15
Cod, boneless strip, 30 lb. box, lb.	....	0 10
Cod, shredded, box of 2 doz.	....	1 80
Cod, skinless, per 100 lb. box	6 50	7 00
Cod, dried, per 100 lb. bundle	....	7 00
Pollock, dried, per 100 lb. bundle	....	6 50
Salted and Pickled Stock—		
Cod, green, ordinary, per 200-lb. bbl.	....	9 00
Cod, green, white napes, per 200-lb. bbl	9 50	10 00
Haddock, No. 1 green, per 200 lbs.	....	8 50
Herring, Gaspe, No. 1, ½ bbls., $2.75; bbls.		5 00
Herring, N. S. per ½ bbl.	....	3 00
Herring, N. S., per bbl.	....	5 50
Herring, Holland, per keg, 75c; per ½ bbl., $5.50 to $6.50; per bbl.	9 00	10 00
Herring, Labrador, ½ bbl., $3.25, bbl.	....	5 75
Herring, Scotch, keg of 12 lbs. net, $1.25 to $1.35; ½ bbl.	7 50	8 00
Mackerel, No. 1, 20 lb. kits, $1.75, ½ bbl., $7.00; bbl.	....	12 00
Salmon, Labrador, ½ bbl., $8.00 to $9.00, bbl.	14 00	15 00
Trout, lake, kegs	....	7 00

TORONTO.

FISH.—Closed season regulations are now in force for trout and whitefish, and only frozen stock is now being used, at about same price as before, 12 cents. Herring is one of fish affected by United States buying, and is very scarce and firm at 8 cents. Buyers are in old dilemma over Ontario market, that public balk at paying more than certain price for fish, and if there is serious competition for export field must be abandoned to outsiders. This is present position in regard to herring, and to great extent halibut. Demand continues excellent in retail stores, hotels and restaurants.

Frozen Fish—		
Roe shad, weight 3 lbs., each	1 00	1 25
Whitefish, per lb.	....	0 12
Halibut	0 10	0 11
Trout	0 11	0 12
Salmon, Qualla	....	0 10
Salmon, Cohoe	....	0 12
Fresh Caught—		
Blue fish, lb.	0 14	0 16
Frogs legs, lb	....	0 65
Haddock, per lb.	....	0 08
Herring, per lb.	....	0 08
Lobster, live, lb.	....	0 45
Lobster, boiled, lb.	....	0 45
Mackerel weighing 1½-3 lbs., each	0 15	0 25
Perch, lb.	0 06	0 07
Pickerel, yellow, per lb.	....	0 12
Pike, per lb.	....	0 08
Salmon, B.C., per lb.	0 15	0 16
Smelts, per lb.	....	0 12
Steak, cod, per lb.	....	0 09
Flounders	....	0 08
Smoked—		
Fillets of haddie	....	0 12
Finnan haddie, per lb.	....	0 09
Kippers, new, box of 40 and 50	....	1 25
Bloaters, box of 60	....	1 25
Digby herring, per bundle	....	0 75
Prepared—		
Cod, quail on toast	....	0 07½
Cod, steak	....	0 08½
Cod, Imperial, 25 lb. pck.	....	0 07
Salted and Pickled—		
Herring, Holland, new—		
Milkers	....	0 85
Mixed	....	0 80
Herring, Labrador, bbl.	....	6 50
Herring, sea, pails	1 25	1 50
Mackerel, pail	....	2 25
Oysters, bulk—		
New York counts, gal.	....	2 00
Extra selects, gal.	1 90	1 95
Straights, gal.	1 65	1 75
Oysters, Shell—		
Malpeques, bbl.	11 00	12 00
Torbays	11 00	12 00
Rockaways	8 50	9 00
Blue Points	8 50	9 00
Oyster Bay counts	8 00	8 50

HALIFAX, N.S.

FISH. — For a month past cloudy weather has prevented fish dryers from curing product and in consequence dry-fish trade is in very bad condition. Fish are going "dun" (rusting) in stores and in Lunenburg where large quantities of bank fish are in process of curing situation is said to be desperate. It is certain quite large percentage of fish now curing will be materially damaged and large loss result. Local scarcity resulting from bad weather which has kept fish from coming in from shore has resulted in active market and eager buying for any lots that have come forward. Prices of all kinds of dry fish are extremely firm and stocks unprecedentedly low. Year by year more cut fish and skin nape fish for Boston market are consumed and this materially affects quantity of marketable dry fish.

Few lots of spring mackerel held back until removal of American duty have come forward and been marketed at about $1.00 in advance upon price realized before duty was removed. Fishermen of Nova Scotia reaped benefit of that portion of $2.00 per barrel duty which hitherto was charged by American customs. Run of fresh mackerel is now being taken along coast, but most is marketed fresh and will not affect salt mackerel market.

Large salt cod are selling at $6.75 to $7.00.

WINNIPEG.

FISH.—Quotations in this line are unchanged

Fish—		
Codfish	....	0 10
Halibut	....	0 12
Pickerel	....	0 08
Salmon	....	0 14
Trout	....	0 12½
Whitefish	....	0 08½
Oysters—		
Imperial gallon	....	2 25
Large tins, 4 1-6 gals.	....	10 50
Cured—		
Kippered herrings, box	....	1 75
Holland herrings, keg	0 65	0 71
Salt mackerel, kits	....	2 75
Poultry (live)—		
Chickens, per lb.	....	0 14
Turkeys	....	0 14
Geese	....	0 10
Ducks	....	0 10

THREE CLASSES OF SALMON.

A salmon-packing firm in Vancouver, B.C., in a circular sent out, gives some informative facts for the trade.

"Canned Salmon put up in British Columbia, it says, consists mainly of three classes of fish:

1st "Sockeye" Salmon—flesh of Rich Red Color.

2nd "Cohoe" Salmon—Paler colored Fish.

3rd "Pink" Salmon——A small delicate fish with light colored flesh.

"The first thing we impress on the reader is that these are not three grades of quality of the same fish, but three different kinds of fish, which run at different seasons, and each may be fine or poor of its own kind.

"There are some other classes of salmon packed, but the three named represent the great bulk of the pack."

SEALSHIPTICASE
OYSTERS
SEALSHIPT
Direct from the Oyster bed free from water ice or preservative
A PURE FOOD natural flavor and freshness guaranteed
USE LICENSED BY SEALSHIPT OYSTER SYSTEM

The business of the "SEALSHIPT" Oyster System's Canadian Branch has been taken over by us. We can fill all orders promptly for "SEALSHIPT" Oysters or equipment.

What Percentage?

The subject of efficiency has been debated from all manner of angles, but in the end we have to admit human limitations and physical impossibilities.

There are none of us that are one hundred per cent. efficient. That would be perfection. If we have four different lines of commerce commanding our attention, and allowing that our attention is evenly divided among those four lines, the best we can hope for is twenty-five per cent. of our own efficiency.

If a House is handling oysters as a side line, they cannot be interested to the same extent as they are in their main line. There, accordingly is not an equal division of efficiency in the various lines, as their main object of commerce will necessarily command the greater part of their attention.

Allowing then that these people are expert in every particular line, which is also out of reason, they cannot be as efficient in each line as Houses treating solely with that particular item.

We are an Exclusive Oyster House and the only one in Canada. Our entire time and attention is devoted to the oyster business, which necessarily includes requisites for the handling of oysters, and we are the only people in Canada who have a Display case that will lend character to your store.

We want your business and have a proposition that merits it. We say in all sincerity that, everything considered, we are without equal in Canada, as a source of supply.

We not only have the efficiency, but we have the advantage in point of quality, which advantage usually accrues to Specialty Houses.

We solicit your enquiry.

CONNECTICUT OYSTER CO.

"Canada's Exclusive Oyster House"

50 JARVIS ST. TORONTO, ONT.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4 oz. tin, 65c per doz.; 6 oz. tin, 90c per doz.; 8 oz. tin, $1.20 per doz.; 12 oz. tin, $1.60 per doz.; 16 oz. tin, $2.25 per doz.; 3 lb. tin, $5 per doz.; 5 lb. tin, $9.50 per doz.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER.

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen......	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15, and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books ..each	0 04
100 books and over, each.	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancacke Flour per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack ....$	2 15
Raspberry, red, h'vy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry.	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 65
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Strawberry	0 13
Black currant	0 13
Raspberry	0 13

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz..	4 60
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz...	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb. ..	0 20
Soluble, bulk, No. 2, lb. ..	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	
Supreme chocolate, ½'s 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz...	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26
Icings for Cake—	
Chocolate, white, pink, lemon orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz...	0 90
Chocolate Confections—	per lb.
Maple buds, 5-lb. boxes ..	0 37
Milk medallions, 5-lb. bxs.	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil Wafers , No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. bxs.	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes ..	0 37
Lunch bars, 5-lb. boxes ..	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box. ..	1 36
Royal Milk Chocolate. 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars, per box	0 85

EPPS'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N. S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy chocolate, ½'s..	0 26
" Vanilla sticks, per grs.	1 00
" Diamond chocolate, ⅛s.	0 24
" Plain choice chocolate liquors	20 30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb.; Caracas tablets, 5c cartons, 40 cartons to box. $1.25 per box.

The above quotations are f.o.b. Montreal.

First and Still the Best

The following New and Exclusive MECHANICAL FEATURES

are on the

McCaskey Register Only;

The Expansion Feature—

Alphabetical, Numerical and Interchangeable Index.

Electric Recorder—Duplex Section

containing Accounts Payable under lock and key.

Kwikfind Non-Slam Leaves

Daily Trade Builder

Indestructible Patented Leaf Hinges

With Only One Writing **The McCASKEY SYSTEM** *The End of Drudgery*

More Than 100,000 Merchants

Will tell you the McCaskey System is only One Writing
Prevents Disputes and Forgotten Charges
Every Account Totalled and Forwarded with each purchase
Is an Automatic Collector Limits Credit automatically
Abolishes Bookkeeping—Night and Sunday Work—
Posting and Worry

A POSTAL WILL TELL YOU MORE

The Dominion Register Co.

LIMITED
TORONTO ONTARIO
Trafford Park, Manchester, Eng. Melbourne, Australia

The Largest Manufacturers of Carbon Coated Salesbooks in the World.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per Case.
Eagle Brand, ea. 4 doz.	$6 00
Reindeer Brand, ea. 4 doz.	6 00
Silver Cow Brand, ea. 4 doz.	5 40
Gold Seal Brand, ea. 4 doz.	5 25
Mayflower Brand, ea. 4 doz.	5 25
Purity Brand, ea. 4 doz.	5 25
Challenge Brand, ea. 4 doz.	4 75
Clover Brand, ea. 4 doz.	4 75

Evaporated (Unsweetened)—	
St. Charles Brand, small, ea. 4 dozen	2 00
Peerless Brand, small, ea. 4 doz.	2 00
St. Charles Brand, Family, ea. 4 doz.	3 90
Peerless Brand, Family, ea. 4 doz.	3 90
Jersey Brand, Family, ea. 4 doz.	3 90
St. Charles Brand, tall, ea. 4 doz.	4 50
Peerless Brand, tall, ea. 4 doz.	4 50
Jersey Brand, tall, ea. 4 dozen	4 50
St. Charles Brand, Hotel, ea. 2 doz.	4 25
Peerless Brand, Hotel, ea. 2 doz.	4 25
Jersey Brand, Hotel, ea. 2 doz.	4 25
St. Charles Brand, gallons, ea. ½ doz.	4 75
"Reindeer" Coffee & Milk, ea. 2 doz.	5 00
"Regal" Coffee and Milk, ea. 2 doz.	4 50
"Reindeer" Cocoa & Milk, ea. 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 36
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50lb. case.

Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.
SHIRRIFF'S

Quintessential.

1 oz. (all flavors) doz.	1 05
2 oz. (all flavors) doz.	2 00
2½ oz. (all flavors) doz.	2 30
4 oz. (all flavors) doz.	3 50
5 oz. (all flavors) doz.	4 50
8 oz. (all flavors) doz.	6 50
16 oz. (all flavors) doz.	12 00
32 oz. (all flavors) doz.	22 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottles (retail at 50c)	4 50
4 oz. bottles (retail at 90)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

GELATINE.

Knox Plain Gelatine (2 qt. size), per doz.	1 30
Knox Acidulated Gelatine (2 qt. size), per doz.	1 30

CLARK'S PORK AND BEANS
IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN, LIMITEE.
Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., cs.	5 00

VICHY LEMONADES.

La Savoureuse Champenoise Cork 50 qts., cs.	8 00
50 pts., cs.	5 00
La Savoureuse "Claret Crown." 100 pts., cs.	9 00
St. Nicholas Champenoise Corks. 50 qts., cs.	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.

Cs. 25 11 lb. bars, lb.	0 08½
Cs. 200 3½ lb. pieces, cs.	4 25
Cs. 12 3 lb. bars, lb.	0 09½
Cs. 50 ¾ lb. pieces, cs.	4 00
Cs. 50 1 lb. sq. pieces, cs.	4 75
Cs. 50 1 lb. long pieces, cs	4 75
Cs. 200 200 grs. pieces, cs	7 75
Cs. 100 300 grs. pieces, cs	6 00
Cs. 200 300 grs. pieces, cs	12 00

ALIMENTARY PASTES.

BLANC & FILS.

Macaroni, Vermicelli, Animals. Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 08
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 00
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts.	3 75
Apple Juice, 24 pts.	4 50
Champagne de Pomme, 24 p	5 90

Motts Golden Russett—

Sparkling Cider, 12 qts.	4 50
Sparkling Cider, 24 pts.	4 75
Sparkling Cider, 36 sp.	4 90
Extra Fins, 100½	16 00
Apple Vinegar, 12 qts.	2 40

These prices are F.O.B. Montreal.

Imported Peas "Soleil"

	Per case
Sur Extra Fins, 40 Flacons, cs.	$10 00
Sur Extra Fins, 100 ½ kilo, cs.	15 50
Extra Fins, 50 1 kilo, cs.	14 50
Extra Fins, 100 ½ kilo, cs.	15 00
Tres Fins, 100 ½ kilo, cs.	13 50
Fins, 100 ½ kilo, cs.	11 50
Mi Fins, 100 ½ kilo, cs.	11 00
Moyens No. 1, 100 ½ kilo, cs.	10 00
Moyens No. 2, 100 ½ kilo, cs.	9 50
Moyens No. 3, 100 ½ kilo, cs.	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 ½-pints	4 25
Tins—	Gall.
5 gals. 2s	2 00
2 gals. 6s	2 05
1 gal. 10s	2 10
20s, ½ gal.	2 60

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	5 40
Cases, 4 doz each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BOAR'S HEAD LARD
COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case.	0 11¼
Cases, 5 lbs., 12 to case.	0 11⅛
Cases, 10 lbs., 6 to case.	0 11

F.O.B. Montreal.

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."

1 lb. glass (2 dz case)	$1.90	$1.80
2 lb. glass (1 dz case)	3.20	3.00
4 lb. tin (1 dz case)	5.50	5.35
7 lb. tin (½ dz case)	8.60	8.35

"IMPERIAL SCOTCH."

1 lb. glass (2 dz case)	$1.60	$1.55
2 lb. glass (1 dz case)	2.80	2.70
4 lb. tin (1 dz case)	4.80	4.65
7 lb. tin (½ dz case)	7.75	7.50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI
C. F CATELLI CO., LIMITED.

Hirondelle Brand

	1 lb. pkgs.	Loose
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs. cases	7	6½
Egg noodles, case 10 lbs. loose; case 60 pkgs, ½ lb. each	7½	7
Marguerite Brand.		
Same assortment as above	6½	6
Egg noodles in 10 lb. cases, loose, in 60 pkgs., ½ lb. each	7	6½
Catelli Brand.		
Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lbs. (loose)		5½
30 lb. cases, 1. lb. packages		6

Terms, Net 30 days.

D. SPINELLI CO., Registered.

Globe Brand.

Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Alphabets 30 lb. case	7	6½
Spinelli Brand.		
Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lb. cases (loose)		5½
30 lb. cases, 1 lb. pkgs.		6

Terms—Net, 30 days.

JELLY POWDERS.
JELL-O.

Assorted case, contains 2 doz.	1 80
Straight.	
Lemon contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Raspberry contains 2 doz.	1 80
Strawberry contains 2 doz.	1 80
Chocolate contains 2 doz.	1 80
Cherry contains 2 doz.	1 80
Peach contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER

Assorted case, contains 2 doz.	2 50
Straight.	
Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$ 5,00
Five cases or more	4 95

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.

1-16 gall., doz.	$ 2 00
¼-gall., doz.	6 00
½-gall., doz.	10 80
1 gall., doz.	19 20
1-16 gall., gross lot	20 80

Yelling Certainly Attracts Attention

BUT YOU MUST ACT AS WELL AS YELL

No spieler methods of attracting attention will be resultful in putting your goods on the Western market unless you are prepared to follow up your efforts with a personal man to man campaign. This means you must keep the territory covered constantly, regularly. Put your products in our hands, Mr. Manufacturer, and let us handle your Western accounts. Our large and efficient staff covers the ground regularly. Our five large warehouses situated at the central Western distributing points are at your service.

Let us know your lines.

Nicholson & Bain

WHOLESALE COMMISSION MERCHANTS AND BROKERS

Winnipeg, Manitoba

Branches: REGINA, SASKATOON, EDMONTON, CALGARY, LETHBRIDGE

MINCE MEAT

WE are putting up a line of fine **OLD ENGLISH MINCE MEAT** in quart self-sealing glass jars that can be sold retail at 35c. each, and they contain two and a half pounds net. This is the handiest and neatest way to handle Mince Meat, and it is at the same time, the most profitable.

Our Mince Meat is made of the best new fruits and purest spices, put up under the inspection of the Dominion Government and with the greatest care and cleanliness.

Also Sold in 80-lb. Kegs.
40-lb. Kegs.
20-lb. Kegs.
5-lb. Tins.

F. W. FEARMAN CO., Limited

HAMILTON

UPTON'S

Pure Fruit Jams

Lead the Way in Quality

Others Follow

Compare our quality with that of any other brand and be satisfied.

THE T. UPTON CO., Ltd.

Sales Dept. St. Catharines, Ont.	Factory at Hamilton, Ont.

"SOCLEAN."
THE DUSTLESS SWEEPING COMPOUND.

25c Pail, 2 doz. in case (4½ lbs.) enlarged size	$4 50
40c Pail, formerly 50c, 2 doz. in case (8 lbs.)	7 20
75c Pail, formerly $1.00, 1 doz. in case (17 lbs.)	6 75

"ANTI-DUST" SWEEPING POWDER.

2 lb. tins, 3 doz. crates, doz.	1 40
5 lb. tins, 1 and 2 doz., crates, per doz.	3 00

STARCH.

THE CANADA STARCH CO., LTD.
EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Boxes.	Cents
Laundry Starches—	
40 lbs. Canada Laundry	.06
40 lbs., Boxes Canada white gloss, 1 lb. pkgs	06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 white.	.06½
200 lbs., bbls., No. 1 white.	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chromo pkgs.	.07½
48 lbs., silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs. Benson's satin, 1-lb. cartons, chromo label	.07½
40 lbs. Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 60
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch	.06
(20-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.
Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs	.07
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	.07½
6-lb. toy trunks, lock and key, 3 in case	.08
6-lb. toy drum, with drumsticks, 2 in case	.07¾
Kegs, extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½

(20-lb. boxes ¼c higher than (40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 48, 1 lb., per cs., $4.80; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz., per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange 48 8-oz., $4; Ocean borax, 48 8-oz.. $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED.
CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.

No. 1's, 05c per dozen.

Individuals, 45c per dozen.

Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz.	0 90
Clear soups, in stone jars, 5 varieties, doz.	1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.

Case of ½-lb., containing 120 packages, per box, $3.00.

Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

THE CANADA STARCH CO., LTD.

CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	2 50
5-lb. tins, 1 doz. in case	2 85
10-lb. tins, ½ doz. in case.	2 75
20-lb. tins, ¼ doz. in case.	2 70
Barrels, 700 lbs.	3½
Half barrels, 350	3¾
Quarter barrels, 175	4
Pails, 38½	1 85
Pails, 25 lbs. each	1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	2 85
5-lb. tins, 1 doz. in case	3 20
10-lb. tins, ½ doz. in case.	3 10
20-lb. tins, ¼ doz. in case.	3 05

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure) 2 doz. in case, per case..	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s., Tins, 2 doz. to case.

Quebec, per case	$ 1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
British Columbia, per case	2 40

DOMOLCO BRAND.

2s., Tins, 2 doz. to case.

Quebec & Ontario, per case	2 60
Manitoba, per case	3 00
Saskatchewan, per case	3 20
Alberta, per case	3 30
British Columbia, per case.	3 10

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	$ 0 90
Pint bottles, 3 doz., cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce—	
Cases of 3 dozen	$1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 35
Cases of 3 doz. ½-pints..	2 25

STOVE POLISH.

JAMES DOME BLACK LEAD.

6a size, gross	$ 2 40
2a size, gross	2 50

NUGGET POLISHES.	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleaner	1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch, 6s	45
Black Watch, 12s	45
Bobs, 5's and 10's	39
Bully, 6s	44
Currency, 6½s and 12s	39
Stag, 5 1-3 to lb.	39
Old Fox, 6 lb. boxes	40
Pay Roll Bars, 7½s	59
Pay Roll, 7s	59
War Horse, 6s	42
Plug Smoking, Shamrock, 6s, plug or bar	45
Rosebud Plug, 7s	50
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking — Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

TEAS.

THE "SALADA" TEA CO.
East of Winnipeg.

	Wholesale	R't'l
Brown Label, 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s ..	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	80

LUDELLA.
In 30, 60 and 80 lb. cases.
Black, Green or Mixed.

Blue Label 1s	0 20
Blue Label ½s	0 21
Orange Label 1s	0 23
Orange Label ½s	0 24
Brown Label 1s and ½s	0 28
Brown Label ¼s	0 30
Green Label 1s and ½s	0 35
Red Label ½s	0 40

MELAGAMA TEA.
MINTO BROS.

45 Front St. East.
We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale	R't'l
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼.	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JAMS AND JELLIES.
T. UPTON & CO.

Pure Fruit Jams—Raspberry & apple, Strawberry and apple, peach and apple, plum and apple, red currant and apple, black currant and apple, cherry and apple, apricot and apple, gooseberry and apple, huckleberry and apple, fig and apple, 12 oz. glass jars, 2 dozen in case $1.00 per doz.; No. 2 tins, 2 dozen in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37 1-2c. per pail; No. 7 tin pails, 6 pails in crate, 52 1-2c per pail; No. 7 wood pails, 6 pails in crate, 52 1-2c per pail; 30 lb. wood pails, 7 1-4c. per lb.

Packed in assorted cases or crates if desired.

Pure Fruit Jellies — Raspberry, strawberry, black currant, red currant and pineapple flavors, 9 - oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, $1.[illegible] per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; No. 7, tin pails 6 in. crate, 52½c; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade — Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.
WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen	$0 90
List Price.	
"Shirriff's" (all flavors), per doz.	0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c packages	1 15

New Table Raisins

Now in stock—In full boxes and ¼'s, also in 1-lb. packages.

1st car California Navel Oranges due Monday.

Almonds, Walnuts, Filberts, Pecans, Brazil Nuts.

2,000 bbls. Choicest Almeria Grapes.

Large assortment of Fresh, Seasonable Goods.

White & Co., Limited
Fruit and Fish
TORONTO

Buy Now

Fancy Almeria Grapes are going to be hard to get very soon. You should buy whenever you get a chance at good fruit. We have just stocked our winter supply and they are certainly fine.

Let us pick out a good line for you—or better still, come and pick them out yourself.

We have also just unloaded some EXTRA FANCY FLORIDA GRAPE FRUIT, in all sizes.

THE HOUSE OF QUALITY

HUGH WALKER & SON
Established 1861
Guelph and North Bay

NATION'S

SPECIALITIES

Egg Powder
Custard Powder
Jelly Powder
Health Saline

Agents required where not already represented

E. J. NATION & CO., LIMITED
Bristol, England

APPLES

Before purchasing write for our quotations on the famous **Georgian Bay** apples. We will be packing from five to ten thousand barrels.

LEMON BROS.
Owen Sound, Ontario

The general satisfaction given by

St. Nicholas
Home Guard
Queen City
Puck
Kicking

makes the Lemon Business the ideal feature of the Retailer's Fruit Department.

J. J. McCABE
Agent
Toronto, Ont.

The Finest Scotch Jams

JELLIES AND MARMALADES

Cairns' Jams and Preserves have a wide-spread fame for their exceedingly high quality. They are the outcome of a desire to produce jams, etc., with the true, delicious flavor of the fresh picked fruits. Grocers everywhere stock Cairns' Jams, Jellies, Marmalades for their best trade—the trade that appreciates quality.

Cairns have for years supplied the Royal Table.

Alexander Cairns & Sons

PAISLEY, SCOTLAND

CANADIAN AGENTS:
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NELSON, SHAKESPEARE, WATKINS, LTD., Vancouver, B.C.

The Magic Touch

of

Paterson's Worcestershire Sauce

turns the meat portion of the dinner into a real delight. Whether fish, fowl or steak, it is greatly improved by this famous "Old Country" relish. Paterson's is made from the first ingredients procurable. Your best trade will appreciate it.

Stock up now for your Christmas Trade.

Rowat & Co,

Glasgow, Scotland

CANADIAN DISTRIBUTORS

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Rose Quesnel

Smoking Tobacco

King George Navy Plug

Chewing Tobacco

THESE are two lines of tobacco that you should handle. They produce a good profit, are made of a fine blend of tobacco, are fragrant and non-irritating.

Rose Quesnel Smoking tobacco is deliciously cool and sweet. It gives a pleasant smoke. **King George Navy Plug** appeals to the man who chews either in moderation or extensively. It is sweet, and does not irritate the throat.

Let us send you a trial order.

Rock City Tobacco Co.

LIMITED

QUEBEC

The Interest

women take in Fels-Naptha soap is as remarkable as its growing popularity, And yet both are easily explained by one word: Merit.

The efficiency of Fels-Naptha is in the doing all and more than its makers claim.

"25 to 1."

The grocer who recommends Jell-O to his customers is not taking chances. It is absolutely certain that every woman who buys Jell-O will be pleased.

It is sold in every good grocery store in America and is used in more homes than any half dozen other preparations—if there are so many.

Some grocers say

JELL-O

sells 25 to 1 over anything else, because its seven fine flavors are irresistible, and *anybody* can prepare it for the table. Its quality is so high that it is good enough for "gilt-edge custom" and its cost is so low that very economical customers buy it regularly.

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.

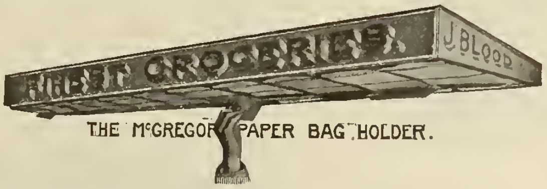
The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

BUY
"Redona" and "Matador"
SHELLED
ALMONDS

The most popular amongst the Grocery and Confectionery Trades

COSMELLI & COMPANY

Packers and Shippers of the well-known Red "C" and Red "B" Fruit Pulps.
Monument Buildings, London, England


FINEST GROCERIES
J. BLOOD
THE McGREGOR PAPER BAG HOLDER.

HOLDS EVERY SIZE BAG FROM ¼ TO 10 LBS.

hangs right above the counter ready for use. Saves time, space and waste in bags. No hole punching or any extra trouble whatsoever, simply lay the bags in their respective compartments. Quicker service a certainty. No up-to-date store should be without one.

Selling Agents for Canada:
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O. P. McGREGOR
Patentee and Manufacturer
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EVERY POUND OF ANCHOR BRAND FLOUR

has character in every ounce

because extreme care, watchfulness, ability, integrity, the most modern equipment and only the choicest Western Spring Wheats form the complement that obtains the highest possible quality every day in the year.

The most searching analysis and tests make uniformity certain.

As rapidly as people learn all the facts about **Anchor Brand Flour**, they are satisfied only with this Brand.

Anchor Brand Flour is better because the trouble and expense are taken to make it better.

Standard Prices—Worth More.

Free samples for Missourians will be sent to Dealers and Bakers for distribution.

Leitch Brothers' Flour Mills, Ltd.

Oak Lake,, Manitoba

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

Superlative Quality Consistently Maintained

Malcolm's preserved milk products are noted for their high and unvarying quality—only the richest and purest cow's milk being used.

Grocers should tone up their stocks with the Malcolm lines. Your customers will appreciate them.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c per 100 lbs.

St. George Evaporated Milk, 4 doz. in case	$3.60
Princess Condensed Milk, 4 doz. in case..	4.50
Banner Condensed Milk, 4 doz. in case...	5.25

J. Malcolm & Son, St. George, Ont.

KING OSCAR SARDINES

By Special Royal Permission.

These zesty Norwegian Sardines hit the popular taste wherever they are introduced. Being widely advertised the dealer has little trouble in making the initial sale, and the first sale makes for more sales. The people enjoy the deliciousness.

Ask your wholesaler.

CANADIAN AGENTS

J. W. BICKLE & GREENING

(J. A. Henderson)

HAMILTON, - CANADA

TWO
TELFER DAINTIES

If you have a demand for a class of wafer that is different from the rest you will find either of these two lines just what you want.

Introduce them to your most particular trade and you will never need to push them. Your customers will do that and do it well.

Don't forget that a pleased customer is your best advertisement. Send for price list.

TELFER BROS., Limited
COLLINGWOOD, ONT.

Branches:
TORONTO :: HAMILTON :: BRANTFORD
WINNIPEG :: FT. WILLIAM :: EDMONTON

For Your Business' Sake

READ

THE FINANCIAL POST!

Recently one of the largest wholesale houses in Canada — a firm who are unusually strong financially—read the "Business Outlook" article in The Financial Post. They not only immediately sent their subscriptions for a year, but asked The Post to send them 100 copies for distribution among a few of the leading retail houses with whom they do business.

A year ago, when leading financiers stated openly and publicly that Canada was on the threshold of two years of the greatest prosperity in its history, The Financial Post, in its weekly article on the business outlook, expressed a difference of opinion from this view and urged caution. It frankly told its readers that the money situation looked doubtful, and said that until conditions improved, wholesale merchants, manufacturers, retailers and business men generally should not embark on new developments unless they had ample capital of their own without borrowing from the banks, and then, only when it was absolutely necessary. By new developments The Post meant extensions of buildings or stores. At the same time The Post advised that the strictest attention be paid to collections; urging insistence upon the general public paying up everything it owed. The readers who acted on The Post's advice are in a much better position in every way than those who were not readers and who acted otherwise.

The Financial Post of Canada has excellent sources of information on financial, business and crop conditions, not only in Canada, but in United States and in the financial centres of Europe. As a matter of fact, one of the earliest hints last year of coming financial stringency came direct to The Post from one of the largest financiers in Europe, and came to The Post before it came even to the leading Canadian bankers.

In consideration of these facts, no business man in Canada can afford to be without The Financial Post. Simply initial the attached coupon and pass to your cashier for attention.

TO CASHIER

Initial of
Head of Firm
or
General Manager

☐

The Financial Post of Canada 1913

143-149 University Ave., Toronto

Please send the Financial Post for a period of x [4 months / 8 months / 12 months] for which we enclose x [$1.00 / $2.00 / $3.00]

NAME...

Number and Street..

City or Town..Prov. ....

x Strike out periods not ordered.

GROCER

Not in name only

is Brand's an A.1. Sauce

It is brim full of piquant flavor and quality, and adds zest to any kind of meat, fish or fowl.

By handling and recommending Brand A. L. Sauce you are doing yourself a good turn, for it is a profitable line to handle from an actual dollars-and-cents standpoint, as well as from the viewpoint of the satisfied customer—the "come-back" customer.

Send for trial order and sample it yourself.

Brand & Co., Limited.

Purveyors to H.M. the Late King Edward VII.

MAYFAIR - LONDON, ENG.

NEWTON A. HILL, 25 Front Street East, TORONTO.
H. HUBBARD, 27 Common Street, MONTREAL.
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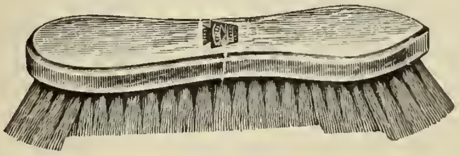

The above cut shows an article of daily use in every household in Canada. We specialize on

Scrubbing Brushes

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the KEYSTONE BRAND.

Stevens-Hepner Company
Limited
Port Elgin, Ontario.

Cow Brand Soda

reliable, pure, uniform

Because of its well-known reliable quality, its absolute purity and its strength, Cow Brand Soda is the prime favorite of the housewives everywhere. It meets with steady sale and brings you a good profit.

Get it from your jobber.

CHURCH & DWIGHT
Manufacturers LIMITED
MONTREAL

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

HENRI DE LEEUW
MERCHANDISE BROKER
28 Front Street East, - TORONTO

Offers for ROYAL RICE MILLS, HOLLAND. Now Crop Java, Siam, Bassein, Japan, Carolina (im.) at lower prices than competitors. Standard lines only.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE

MacLean Publishing Co.
145-449 University Ave., Toronto

When writing advertisers, kindly mention having seen the ad. in this paper.

Save Your Time ! !

Time is the business man's most important asset, and to get the most out of a given amount of time his problem.

The many demands made upon his time makes it difficult for him to keep posted upon momentous questions and national happenings. This raises another problem—

What shall the business man read ?

Of magazines there are no end,—fiction magazines, technical magazines, professional magazines, each elbowing its way to the reader's notice. Very entertaining or instructive or educative the respective classes may be, but the magazine that combines all of these qualities, that fills the requirements of a broad, high-class, periodical for the business man's library, is unique. Canada has such a publication in MacLean's Magazine.

It differs entirely from any other Magazine. Technically it should not be called a Magazine. It is a high-grade national monthly newspaper. It aims to publish the latest information from the pens of the best available writers of the Political, Social and Business development in Canada and throughout the world. It is just what is needed to fit with the business man's hobbies and keep bright the culture of his information.

The fiction also from the strongest Canadian writers is so select that the busy man can afford the time he thus spends fascinated by the lure of romance and adventure. Lastly, such a budget of literature meets the demand of the business man's home in that it is an educative, sterling, broad-minded oracle for the family circle.

Secure a copy from your nearest newsdealer. You'll enjoy its pages from cover to cover. Take a copy home to-day—The price is twenty cents.

The MacLean Publishing Co.
Limited

143 University Avenue, TORONTO, Canada

Pacific Coast Halibut and Salmon

FRESH AND FROZEN

Order your Pacific Coast Frozen Halibut and Salmon for next Winter's requirements from

The Canadian Fishing Company, Limited

VANCOUVER, BRITISH COLUMBIA

Write for prices and information.

We produce and ship all kinds of Pacific Coast Fish—Fresh—Frozen—Salt—and Smoked.

Quality and Service Unsurpassed

Quality Counts

DO YOU KNOW THAT OUR

BROOMS

ARE MADE TO BRING REPEAT ORDERS, AND THEY DO.

TRY THEM!

Walter Woods & Co.

Hamilton and Winnipeg

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
HERRINGS IN TOMATO SAUCE
Breakfast Delicacy
PREPARED BY
CONNORS BROS LTD
BLACK'S HARBOR, N.B. CANADA
Diploma awarded at St John Exhibition
THEY SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

Goods With An Appearance—Goods With A Reputation—Goods With A Profit

CONNOR'S High Class Sea Foods, Brunswick Brand, are prepared in the most modern factories on the Atlantic coast; employ the most skilled help; secure the pick of the fishermen's catches; pack the goods scientifically in the most sanitary tins obtainable, and in consequence have the goods with good appearance, reputation for quality and good payers of profit.

Our aim has always been to co-operate with the wholesale and the retail grocer and to give the consumer a good article at a fair price.

Look over your stock, Mr. Grocer, and see what "Connors'" lines you are short. Then order, of the following list:

¼ Oil Sardines,
¾ Mustard Sardines,
Kippered Herring,
Herring in Tomato Sauce,
Finnan Haddies
(oval and round tins)
Clams,
Scallops.

CONNORS BROS., LIMITED

BLACK'S HARBOR, N.B.

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Buyers' Guide

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples.

Ingersoll, - - - - Ontario

Established 1886.

COMTE'S

Satisfaction and profits with every sale.
We want more agents. Write

Augustin Comte & Co.,
Limited, P. O. Box 2963, MONTREAL

COFFEES

COCO-BUTTER

Here's a line that sells. Reduces cost of "cooking butter." A splendid substitute. More profitable for you also.
100% Vegetable Fat. Never Goes Bad.

NO CHANCE OF LOSS.

Colonial Coco Butters, Ltd., Montreal

ESTABLISHED 1849

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Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.
Edmonton, Alta.
Halifax, N.S.
London, Ont.
Ottawa, Ont.
St. John, N.B.
Vancouver, B.C
Hamilton, Ont.
Montreal, Que.
Quebec, Que.
Toronto, Ont.
Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada

TORONTO

When writing advertisers, kindly mention having seen the ad. in this paper.

FRUIT PULPS

of all kinds

Bitter oranges for marmalade.
Sole agents for the finest
Sicilian peels in Brine.

F. KESSELL & CO.
7-8 The Approach London Bridge
London, England

SUCHARD'S COCOA

**The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.**

FRANK L. BENEDICT & CO.
Agents Montreal

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

if you are interested in Irish trade.

A want ad. in this paper will bring replies from all parts of Canada.

Did you ever count up your EDLESS losses?

Every business has to meet certain losses that no ordinary forethought could avoid. But how much did YOU lose during the past year THROUGH BAD ACCOUNTS? You probably lost a good deal of money AND SEVERAL customers. What are you going to do about it?

ALLISON'S COUPON BOOKS

will insure you against MOST of the loss if you use them properly, and save you the customers that are worth saving besides.
Allison Coupon Books will cost you perhaps 1 per cent. of what they save you.

How They Work

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front, which becomes, then, his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes. For Sale Everywhere by Jobbers.

Manufactured by

ALLISON COUPON CO.,
Indianapolis, Indiana U.S.A.

GRATTAN & CO., LIMITED
ESTD. 1825

The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada

EMERSON, BAMFORD CO.
842 Camble Street VANCOUVER, B.C.

HOLLAND RUSK

The most delicious, nourishing food you can offer your customers, and it means a liberal profit to you. Order a case from jobber to-day.

HOLLAND RUSK COMPANY
HOLLAND, MICH.

BUY

STAR BRAND

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM

Canada's National Metal Polish

Made in Canada—Sold Across Canada

Bon Ton CREAM

—Polishes in half the time.
—No Shaking—No Sediment.

Already proved by large users, provided now for all users. Prices are lower because the duty on imported polishes is saved.
Have the best goods. It pays all Wholesale Grocers

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c, for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

WANTED

AGENT WANTED IN EVERY TOWN IN Canada. Make money spare time and evenings. Write now. Lock Box 120, Davenport, Iowa.

FOR SALE

FOR SALE—FIRST-CLASS GROCERY IN the City of Kingston. Rent moderate. Good business. Good location. Full particulars on application. Box 36, Canadian Grocer, 143 University Avenue, Toronto, Ontario.

FOR SALE — FIRST-CLASS GROCERY, good location, good business, five-year lease. Particulars furnished on application. Address Box 384, Napanee.

GROCERY BUSINESS — NELSON, B.C. — turnover $30,000. Stock and fixtures $3,800. Pays owner $3,000 yearly. Good conditions. Unexcelled climate. Opportunity for rustler. Cash only. Write Box 26, Nelson, B.C.

MEAT AND GROCERY BUSINESS FOR sale—established 14 years, Situated in Sydney, Cape Breton, on corner Victoria and Laurier streets, in rapidly growing location. Modern equipment. 2 delivery outfits, two computing scales, safe, two cash registers, sausage motor and mixer, McCaskey register. Cause for selling, ill-health. Communicate to J. H. Quick.

FOR SALE—ONE TAYLOR'S SAFE, FIVE months in use; size of outside measurements 34 x 28 x 45. Thirty-six feet of quarter-cut oak grocery fixtures, also thirty-six feet of counters, made by the Arnet Furniture Co., Souris; in good order. One showcase; thirty-two feet of quarter-cut oak grocery fixtures; one sixteen foot counter, practically new; one Gipe carrier system, four stations, complete; will sell cheap. Two electric coffee mills, guaranteed to be in good running order. One set of Toledo scale, with or without electric attachment; 2 set of Dayton scale. Will sell any of the above on very easy terms, with no interest. Apply Box 223, Moose Jaw.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor, either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St., West, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

COUNTER CHECK BOOKS — WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that wil hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00 and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St. W., Toronto, Canada.

COUNTER CHECK BOOKS—ESPECIALLY made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our holder, with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St., Toronto.

ACCURATE COST KEEPING IS EASY IF ou have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

UP-TO-NOW GROCERS

Sell UP - TO - THE - MINUTE Delicacies.

MAPLEINE

is one of the good ones. How's your stock? Order of Your Jobber or Frederick E. Robson & Co., 25 Front St. E., Toronto, Ontario.
Mason & Hickey, 287 Stanley St., Winnipeg, Man.

The Crescent Mfg. Co.
SEATTLE, - WASH.

CIGAR EXCELLENCE
BEN BEY
10 Cents Worth of Delight

Your customers will appreciate your stocking this leader. Not only look good in the case but smoke good. Give them the best.

Write us or ask your jobber.

Ed. Youngheart & Co., Limited
MONTREAL

Pascall's
ENGLISH
Confectionery and Chocolates

Quality: The Purest and Best
Variety: The Largest
Prices: Right

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Toronto: Charles H. Cole
122 Wellington St. West.
Winnipeg: Ruttan & Chipman, Fort Garry Court.
Vancouver: C. & J. Jones.
New Brunswick: J. E. Angevine and McLauchlin, St. John, N.B.

One of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

Chances of collection decrease every day you delay.

We are account collectors and will get after those old outstanding accounts of yours if you will give us a chance. It does not pay to let old accounts linger, for the longer you wait the harder they are to collect. Write us to-day for blank forms. We make no charge if we do not get the money.

The Nagle Mercantile Agency
Westmount, Montreal, Que.

The Richards Pure Soap Co.
RICHARDS
PURE
SOAP

A LOT LESS RUBBING
NO MORE MONEY

—from the housewife's view-point

The good housewife appreciates fully the services given her by this pair of wash-day requisites. They eliminate to a very great degree, the hard rubbing of wash day and thereby save the clothes, as well as much hard labor.

It is evident that these soaps are reaching the heart of the people from the monthly increase in sales that our books show. In selling them you give the housewife the maximum of real value, and make a full 26½ per cent. on your investment.

Sold through the wholesale trade.

ADS AND SALES

A Study of Advertising and Selling from the standpoint of the New Principles of Scientific Management.
By Herbert N. Casson.

An Invaluable Book for the Manufacturers, Sales Managers, Salesmen, Etc.

This is the first book which has attempted to apply the principles of Scientific Management to the Problems of Sales and Advertising.

Cloth-bound, Limited Edition, 167 pages.

Sent Postpaid on Receipt of $2 to any Address.

Technical Book Department

MacLean Publishing Co.

143-149 University Avenue, Toronto

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations

272 Pages
Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:
CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW JUST PUBLISHED

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

D. & J. McCallum
Perfection Scotch
Whiskey

One of the most widely advertised Scotch Whiskies of the day. McCallum's Perfection Scotch is distinctive in flavor, and is noted for its mellowness of age. It does not have that "smoky" taste of most Scotch whiskies.

Stock McCallum's Perfection
WM. E. McINTYRE, LIMITED
General Agent
23 WATER STREET - - ST. JOHN, N.B.

Repeat-order Soups

Edwards' Soups are repeat-order soups. They are soups that please the grocer because they sell so quickly, soups that please the customer because they are so good. Edwards' Soups mean a brisk turnover because they are widely advertised and because your customers use them in the kitchen practically every day.

EDWARDS' DESICCATED SOUPS

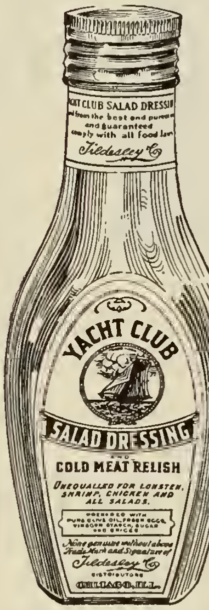
The soups with the dollars in them?

Edwards' desiccated Soups are made in three varieties :—Brown, Tomato, White. The Brown variety is a thick, nourishing soup prepared from beef and fresh vegetables. The other two are purely vegetable soups.

Write for full particulars of trade terms to

MONTREAL—Wm. H. Dunn, 396 St. Paul Street. (*For Quebec & Maritime Provinces*) **TORONTO—W. G. Patrick & Co., Limited, 77 York Street.** (*For Ontario and British Columbia*). **WINNIPEG—W. H. Escott Co., Limited, 181 Bannatyne Avenue** (*For Prairie Province.*).

YACHT CLUB
SALAD DRESSING



RECOGNIZED AS BEST IN ENGLAND

Read what

T. Seymour Mead & Co., Ltd
Fancy Grocers
Manchester - England

Say About It

"We have much pleasure in stating that during the succession of years we have imported Yacht Club Salad Dressing, it has given our numerous customers the greatest possible satisfaction. We do not remember a single complaint, and we ourselves believe the article to be the best on the English market."

Distributors For
Ontario & Eastern Provinces
W. G. PATRICK & CO., LIMITED
Toronto - - - Montreal

WRITE FOR PRICES

Tildesley & Co., MANUFACTURERS **Chicago Ill.**

HIRONDELLE
(Swallow Brand)

The brand of Canadian Macaroni, Vermicelli, Spaghetti, etc., that is unsurpassed by any imported.

All dealers should satisfy themselves on this point by asking their wholesalers.

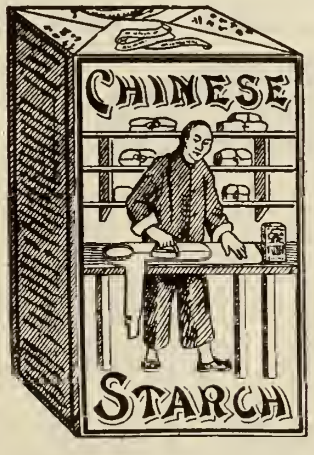
The price for both dealer and customer is right, while the profits are excellent.

C. H. Catelli Company, Limited
MONTREAL, CANADA

Mr. C. C. Mann, 517 Board of Trade Bldg Toronto, Can., Agent for Province of Ontario

---

The Laundry Finish without the laundry injury to the clothes



How often you will hear a housewife remark, "I wish I could get my linen to shine like the Chinamen do." She can, if you sell her the Chinese Starch. It gives as good a gloss without the least chance of injury to the fabric. It is the only Starch made with two oils—one perfumes the linen, the other makes the iron slip.

16 oz. to the pound, not 12.
Order your supply to-day.

OCEAN MILLS, MONTREAL

O. Lefebvre, Prop.

AGENTS:—Standard Brokerage Co., Vancouver, B.C.; John J. Gilmor, Winnipeg, Man.; Harry Horne & Co., Toronto, Ont.; Norman D. McPhie, Hamilton, Ont.; The Lawrence Nfld. Co., Ltd., St. John's, Nfld.; J. J. McKinnon, Charlottetown, P.E.I.; Boivin & Grenier, Quebec, Que.; Eug. Foliot, St. Pierre, Miquelon; Scott, Boyd & Co., Port of Spain, Trinidad, B.W.I.; Desmarais & Gregoire, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

COUNTER CABINET STYLE—CLOSED.

The "BARR" IS THE BEST
BAR NONE

Not a mere coincidence of words, but facts which we would gladly prove.

The "Barr" Account Register

Is built in two styles from 100 accounts and up—requires less space.

Account registers, like motor cars, are susceptible to improvement; the "Barr" is absolutely the latest on the market, hence the most improved—quickest to operate—the most convenient.

Saves overtime bookkeeping—Provides a complete statement to every customer every time—Stops mistakes and losses from bad accounts—Increases collections and profits.

WRITE TO-DAY WITHOUT OBLIGATION FOR MORE INFORMATION TO

BARR REGISTERS, LIMITED
TRENTON, ONTARIO

SPECIAL NOTICE.

The Barr Register is a bona fide Canadian invention, fully protected by valid patents. There is not and never has been any legal proceedings against above patents, notwithstanding all competitors' talk to the contrary. We make this announcement as we understand that some merchants have been imposed upon and induced to buy other account registers through such talk.

Signed: BARR REGISTERS, LIMITED.

ALE
COME TO THE
HEINZ
TRADE MARK
DEALER
BECAUSE CONSUMERS
KNOW THAT
Anything That's
HEINZ
TRADE MARK
Is Safe To Buy.

H. J. HEINZ COMPANY
PITTSBURGH

RICE'S SALT

Salt, the commonest commodity in use in every kitchen in the country, should be of a quality superior even to anything else. This is so of Rice's. It is the finest in the land, and is made in Canada.

We ship promptly. Get our Prices

THE NORTH AMERICAN CHEMICAL COMPANY, LIMITED
Clinton and Goderich, Ont.

John Duncan & Co.
Montreal

TEAS

of all grades from every tea producing country in the world.

Ask us for Samples.

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IN STOCK AND TO ARRIVE

Dried Fruits, Crop 1913

Thousands of assorted packages as following:—

CLEANED CURRANTS

36 1-lb. packages to case. Loose 25 and 50-lb. boxes.

VALENCIA RAISINS

4 crs layers 28 lbs. F.O.S. 28-lb. boxes.
Finest selected, 7, 14, 28-lb. boxes.

CLEANED SULTANA RAISINS

36 1-lb. packages to case. Loose 25 and 28-lb. boxes.

MALAGA TABLE RAISINS.

"Empress" Clusters, "Princess," "Duchess," "Countess."
In 1-lb. bundle. In 5½ and 22-lb. boxes.

CALIFORNIA MUSCATEL RAISINS.

2, 3, 4 crowns in 50-lb. boxes.

CALIFORNIA AND OREGON PRUNES.

From 30|40 to 90|100 in 25-lb. boxes.

GOLDEN HALLOWEE DATES.

30 1-lb. packages to case. Loose 60-lb. boxes.

FIGS "CAMEL" BRAND

Layer 4, 6, 7 crowns in 10-lb. boxes.
Umbrella, 8 crowns in 10-lb. boxes.
Glove Box in 16-oz. boxes.
Natural in 60-lb. bags.

EVAPORATED FRUITS

Apples, 1912 and 1913 crop, in 25 and 50-lb. boxes.
Pears, "Castle" Brand, 1912 crop in 25-lb. boxes.
Peaches and Apricots, 1913 crop.
"Commander" brand. in 25-lb. boxes.

PEELS.

Lemon, Orange, Citron, in 7-lb. boxes.
"Dinbola" Brand Cut, 240 ½-lb. pkg. to case.

SHELLED NUTS

Walnuts in 55-lb. boxes.
Almonds in 28-lb. boxes.

Nuts, Terragone, Brazil, Filberts, Grenoble Marbat and Maillette, Pecans, large.
Peanuts, "Coon," "G," "Bon-Ton," green and roasted.

Write, Phone, Wire at once.

Laporte, Martin, Limitee
568 St. Paul St., - Montreal
Telephone Main 3766

Circularizing the Dealer

¶ "I had not made a personal investigation of the retail situation for a year or two," said an agency solicitor and service man, "and I thought I would go out and get a line on it as a help to preparing a trade circular.

¶ "And what do you think I found? Why, some of the retailers I saw were getting fifty and sixty circulars a day! The worst was in the grocery line, but the drug line was almost as bad. Read them? What a chance! Nine-tenths of them went to the floor and were swept up unopened.

¶ "I have had some experience as to the waste of dealer literature before, but the condition to-day surpasses anything I have ever seen. It has grown much worse in a single year. There is no doubt about it, the dealers are being frightfully over-circularized."

¶ If that is so, and of course it is, what becomes of the specious claim of "exclusive attention" made for the trade circular or prospectus? What sort of impression does the retailer get of national advertising when he sees, daily, this enormous waste of advertising effort, and compares the inflated claims of many advertisers with respect to consumer advertising with their failure to get a hearing from him, the very first milestone on the way.

¶ Multiply this waste of trade circulars by their cost, both in postage and printing, and then draw a direct comparison with the same message when put through the columns of the trade press, the standardized medium for reaching the dealer. Of course, the efficiency of the trade papers in different industries varies; but as a rule there is at least one first-class medium in each field.

¶ There are several good reasons, aside from cost, why the trade circular should not be thoughtlessly used, and why advertisements to the trade should be made preferentially in the trade press. One of these reasons is that the trade press represents an **organized attention** and medium of publicity, comparable to a clearing-house or public market. At a certain stage in the development of an industry or business, it comes almost automatically into existence to economize the effort and cost of doing business previously being done in an unorganized way. So far from having its publicity-power weakened by the increase in its advertising pages by the apparent increase in competition between advertisers, the very reverse is true. Because with the growth of size goes the growth of income or means of improvement, and with improvement prestige and power. From either the retailer's or the advertiser's point of view, this condition is ideal in that it fixes the time, the place, and, as far as possible, the character of the advertising appeal. It makes an appointment with a high percentage of the paper's readers, and if it has a real message to deliver, keeps it.

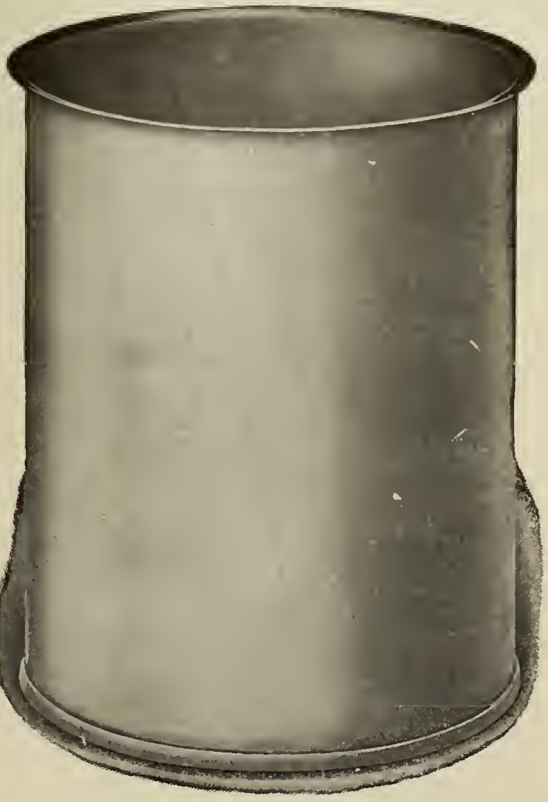
¶ Dollar for dollar, effort for effort, idea for idea, the opportunities for cashing in are much greater in the trade press than in the trade circular. Some advertisers talk of putting more ideas and more power into their trade circulars to lift them out of the ruck and give them a better chance at the retailer's attention. Why not put the same time and effort into the trade-paper copy? —Editorial, Printers' Ink, November 6, 1913.

Shirriff's Mincemeat

You Can Sell it at an Attractive Price and Make a Good Profit

Many of your customers will want this celebrated mincemeat. Many others would want it if they knew how good it is. Just tell them about it and let them try it. It's made from the finest ingredients—carefully selected fruit and high-grade spices. Put up in 6, 12, 28 and 65-lb. pails. Send us your order now. The season for mincemeat is right at hand.

Imperial Extract Co., Toronto



Sanitary Cans

"The Can of Quality"

Tomatoes, Peaches, Pears, Plums, Apples.

Enamel Lined Cans for Strawberries, Raspberries, Beets.

Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.

We Operate the Most Modern Independent Chewing Gum Plant in Canada

"Our Profits are Based on What our Automatic Wrapping Machines Earn"

1,000 Five Cent Packages

Each Package Containing Five Individually Wrapped Sticks

For Ten Dollars

Terms Strictly Net Cash: Payable at par in
LONDON, MONTREAL, OTTAWA, TORONTO, WINNIPEG,
VANCOUVER

Quality Guaranteed, Samples Free on Request

Made in Canada by Canadians. Not an American Concern Operating in Canada

We Also Offer

1000 Five Cent Packages, Dental Gum $10.00
1000 Five Cent Packages, Chicle-Bits $10.00 A Candy-Coated Peppermint Gum
1000 Five Cent Packages, Fruit Gum (Foil Wrapped) $10.00

Factory Working Day and Night. Repeat Orders Coming in Galore.

WHOLESALE HOUSES WRITE FOR DISCOUNTS

Maple Leaf Gum and Candy Company

London, Canada

THIS IS THE 1,354th ISSUE OF

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII. PUBLICATION OFFICE: TORONTO, NOVEMBER 21, 1913 No. 47

SATISFACTION

The point to be considered is whether the satisfaction you are giving your Trade is equal to the satisfaction being realized by the patrons of your competitor.

To give your patrons the utmost satisfaction the first essential is that you obtain products that will ensure this result. Maximum satisfaction cannot be obtained from the "Just as Good" variety. It must be the best.

"Just as Good" will not accomplish our purpose. We are Specialists in this line, and being such must necessarily show some advantage over the man who is handling oysters with other lines. Otherwise there is nothing to justify our existence.

Large stock is scarce this season. Many Growers have not opened their Houses, and others who are open now that will be closed before the first of January on account of scarcity of marketable stock.

There is going to be a squeeze this season and it is to the advantage of every Retailer to associate himself with a House that has the maximum of efficiency. Evidently this maximum of efficiency will be put to the test to deliver oysters of quality after the holidays.

When this squeeze comes undivided attention will be necessary in this line. The character of our organization is such that we can supply you in the pinches so long as it is a human possibility for oysters to be obtained.

Remember we are the only people in Canada who have a Display Case that is worthy of the room it takes up. It will lend character to your place.

Connecticut Oyster Company

"Canada's Exclusive Oyster House"

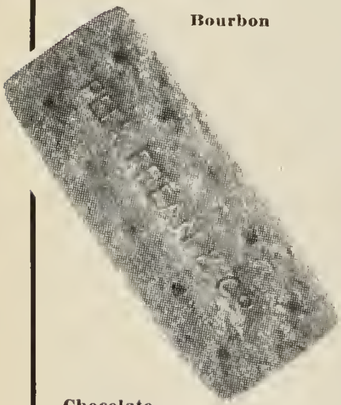
50 Jarvis Street **Toronto, Canada**

The Connaught

A Princely Biscuit

Pat-a-Cake

Bourbon



Chocolate Sandwich

Ye Billiken

P. F. Short Cake

biscuits from across the "brine"

Peek, Frean **P.F.** London

Peek, Frean's Biscuits are the most toothsome of all. :: ::

Have you tried the famous P.F. Short Cake?

Proof of the popularity of this delicious biscuit is in the fact that about 325,000,000 were sold the year of its introduction. The delightful crispness, the genuine old time short cake flavor and the richness of quality not only sell the first order, but ensure continued demand.

The Connaught

P. F.'s latest introduction—a delicious biscuit—good design, popular name, attractive flavor, striking label. About 48 to the lb. All P. F. Biscuits are shipped in hermetically sealed tin boxes, are always oven fresh. A postal to-day to any agent will bring samples of these lines.

PEEK, FREAN & CO., Limited
Biscuit Manufacturers
LONDON, ENG.

AGENTS: British Columbia—The W. H. Malkin Co., Ltd., Vancouver; Alberta, Manitoba, Saskatchewan, Ruttan & Chipman, Fort Garry Court, Winnipeg; Ontario, The Harry Horne Co., 309-311 King St. W., Toronto; Ottawa and Eastern Canada, Frank L. Benedict & Co., 45 St. Alexander St., Montreal.

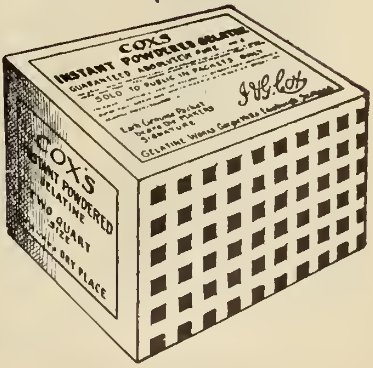
COX'S

the instant powdered gelatine made famous by its PURITY.

COX'S Gelatine is the standard the world over. It has an exceptionally large sale throughout Canada the year round, especially during the fall and holiday season.

Cox's makes the most delicious, instant jelly without any labor or fuss.

Suggest Cox's to your housewife patrons and solve the dessert problem for them.



E
D S

the purity trade mark on Jams and Jellies

No argument in recommending a line of foodstuffs to your particular customer will carry the same weight as **Purity** and in this respect **E. D. S. Jams and Jellies** stand alone! They are absolutely **pure**—much above the standard the government demands of so-called genuine jams and jellies. E. D. S. fruit products contain no artificial preservatives or coloring matter and carry no excess of water.

"E. D. S." goods are continually being advertised to the consumer, which helps the dealer to build up his sales.

Made only by

E. D. Smith & Son

Limited

Winona, Ontario

AGENTS:

NEWTON A. HILL	Toronto
W. H. DUNN	Montreal
MASON & HICKEY	Winnipeg
R. B. COLWELL	Halifax, N.S.
J. GIBBS	Hamilton

OXO Cubes

Skating, ski-ing, snow-shoeing and sleighing will soon be starting. Hot drinks will be in demand. Your customers will want OXO CUBES. Can they get OXO CUBES at YOUR STORE?

People eat more meals in winter than in summer. There are more "left-overs" in winter. Your customers want OXO CUBES for Stews, Hashes and Meat Pies. Can they get OXO CUBES at YOUR store?

Most people like hot soup for dinner every day during the winter. Your customers will want OXO CUBES for soup making. Can they get OXO CUBES at your store?

You can get them from us by return, if you wish. Write for particulars of special terms.

Corneille David & Co.

Toronto Montreal
Winnipeg
St. John, N.B.

A Cube to a Cupful

OXO
CUBE
MADE SOLELY BY LEMCO & OXO LONDON, E.C.

No overhead expenses for operating the

ELGIN NATIONALS

The initial cost is the only cost in the installation of an **Elgin National Coffee Mill** and this is considerably lower than many other makes, moreover, the initial cost is quickly returned to your coffers by the saving of time and increased prestige brought about by the more efficient service. They don't get out of order.

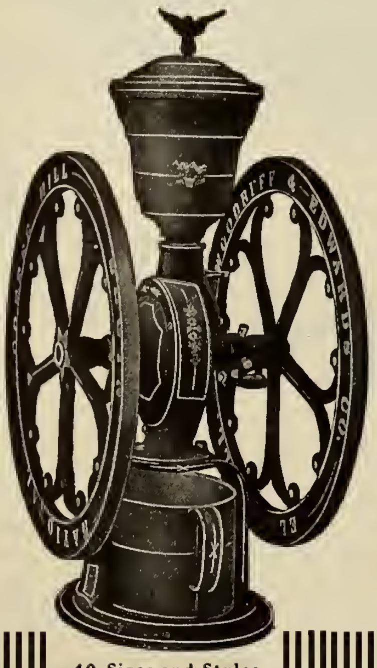
ELGIN NATIONAL COFFEE MILLS are guaranteed to grind **faster** than any other Coffee Mills of **corresponding size.** It will pay you to investigate before buying any other make.

Ask any of these jobbers for our illustrated catalog.

MONTREAL—The Canadian Fairbanks Co. (and branches).
TORONTO—Eby, Blain, Ltd.; R. B. Hayoe & Co.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
WINNIPEG—Blue Ribbon, Limited (and branches); The Codville Co. (and branches).
REGINA, SASK.—Campbell, Wilson & Strathdee, Ltd.
SASKATOON—Campbell, Wilson & Adams, Ltd.
EDMONTON, ALTA.—The A. MacDonald Co., The Western Canada Wholesale Company, Ltd., Fernie, B.C.
CALGARY—Campbell, Wilson & Horne, Ltd., and P. D. McLaren.
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.; Empress Manufacturing Co.

MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.



40 Sizes and Styles

A Chain of Quality

A series of milk products that is prepared by a system superb—**Borden's.** A system whereby the milk from the cow to the can is under the strictest supervision by experts. The most up-to-the-minute methods of sterilizing and clarifying process are employed, ensuring both quality and purity.

Get and hold trade by handling and recommending these quality leaders to your patrons.

Borden Milk Co., Limited
"Leaders of Quality"
MONTREAL
Branch office: No. 2 Arcade Building, Vancouver, B.C.

THE NEW HOME OF

PERRIN'S BISCUITS

LONDON **CANADA**

Little BEEF

More BAKED BEANS

The price of beef continues on the up grade, many people know this and are cutting down their meat bills. They, however, appreciate the quality and value they receive in

"Simcoe" Baked Beans

and are eating them instead of meat. One tin contains as much nutriment as a pound of beef steak, and makes an appetizing meal for an entire family.

"Simcoe" Baked Beans allow the dealer a good margin of profit and help increase his sales.

Dominion Canners, Ltd.
HAMILTON, ONT.

Are you ready for Xmas Trade?

The rush will be on before you know it, and you are bound to be caught "short" on some lines unless you go over your stock thoroughly—we have the goods—we have the prices—and we ship your orders the same day as received—

These lines will help--and make you some money too

600 cases	Red Raspberries	2's Heavy Syrup	$1.50 doz.
300 "	Red Pitted Cherries	2's " "	$1.35 "

— both lines in Sanitary, enamelled lined tins —

"Swiss Bell" Whole Beets—2s and 3s

Sanitary, enamelled lined tins—**Small Blood Red Beets**—
Finest quality packed—at less than the price of No. 2 goods--

Pork and Beans—A Snap—

—in Tomato Sauce--1's 45c doz.—3's tall 90c dox.—
The best value on the market to-day—Order Quick—

New Crop Nuts—

Our quotations on many lines are actually lower than to-day's cost to import—

Shelled Pecans—

in 5 lb. boxes—You can work up a nice trade on this line, and at our price, make a handsome profit—

NEW GRENOBLE WALNUTS
NEW SICILY FILBERTS—are in store
NEW TARRAGONA ALMONDS—are due in this week

Get Our Quotations

IF YOU WANT REAL HIGH CLASS FIGS YOU SHOULD SEND US YOUR ORDER—WE HAVE THEM

A New Line in Biscuits—

to sell at 25c tin

Fancy Iced Biscuits in handsome decorated tins—about 1 lb. net.
This line has proven a quick seller—Better Try Some—

REMEMBER—Send us your orders for anything you want in a hurry for XMAS TRADE—Phone calls at our expense—

EBY-BLAIN, LIMITED

WHOLESALE IMPORTING & MANUFACTURING GROCERS
Coffee Roasters, Spice Millers and Tea Blenders to the Trade

CORNER FRONT and SCOTT STS. TORONTO, CANADA

Clark's Pork and Beans

PLAIN CHILI TOMATO SAUCE

The ready seller, Mr. Grocer, is always your best investment. The **well advertised** article backed up by **quality** behind the advertising is easily the most ready seller, and constitutes the surest road to

SUCCESS

Your experience will tell you that **Clark's Pork and Beans** will sell more readily than others.

They are **advertised** in a manner which keeps the consumer thoroughly in touch at all times, they have a **quality** surpassed by none, and a **reputation** with the public of many years' standing.

A well filled stock of **CLARK'S** means to you a long step on the road to **success.**

W. CLARK, LIMITED

MONTREAL

Tartan BRAND

THE SIGN OF PURITY

IN STORE—

Full assortment of Mediterranean and California Dried Fruits, Nuts, etc. Prunes, Figs, Dates, Malaga, Valencia and Sultana Raisins, Thompson Seedless, Seeded Muscatels, Fancy French and Italian Glace and Crystalized Fruits, and Canned Goods.

'Phone at our expense a trial order. We solicit your inquiry.

TARTAN Brand Groceries, Spices, Canned Goods are trade winners.

BALFOUR, SMYE & CO., Wholesale and Manufacturing Grocers **HAMILTON**

OLD CALABAR

DOG AND PUPPY BISCUITS

Agent—KENNETH H. MUNRO, Montreal

Canada's National Metal Polish

Made in Canada—Sold Across Canada

BON TON

Cream

Polishes in HALF the time
Requires NO SHAKING—no Sediment
PRICES LOWER—saving the duty on imported polishes.

Already proved by large users—Provided now for all users—A provable good article will MULTIPLY Sales.

Appreciation everywhere, your wholesale has it.

SYMINGTON'S SOUPS

One packet of any of the eleven varieties makes a quart of rich, nourishing, and wholesome soup.

The flavours are distinctive and delightful. Let any home-cook try these fine soups—just once!

Mulligatawny, Green Pea, Lentil, Pea, Celery, Onion, Ox Tail, Scotch Broth, Tomato, White Vegetable, Mock Turtle.

Easy to prepare—put the contents of packet into water—stir—boil—serve.

Canadian Agents:—

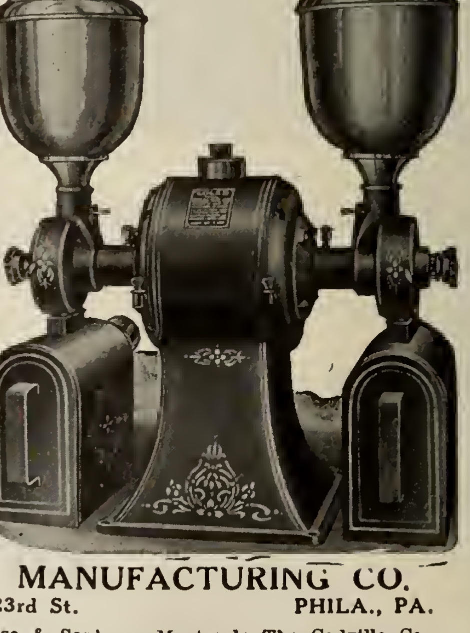
Messrs. F. E. ROBSON & CO.
25 Front Street East, Toronto

More Than Ever in a Class by Itself

One of our 12 new models. Wouldn't it be a good idea then to look into the Coles? It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



COLES MANUFACTURING CO.

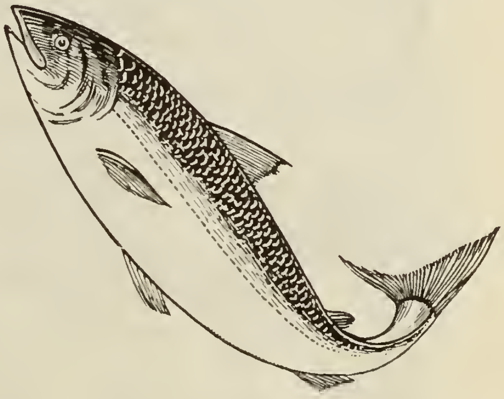
1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

British Columbia
COHOE
SALMON

"WALRUS" BRAND

The Kind
Your Customers
Come Back For.



Anglo-British Columbia Packing Co., Ltd.
H. BELL-IRVING & CO., Ltd., Agents
VANCOUVER, B.C.

Goes Soap One Better

Snap is a soap—it is more than a soap. Soap cleans the surface of the skin, but fills the pores, which ultimately injures the flesh. Snap cleans the pores and refreshes the skin, leaving it clean and uninjured.

It goes Soap one Better.

A stock now will prove to be a money maker for you.

Snap Company, Limited
MONTREAL

Those Who Know
Cane's Washboards
Always Specify Them

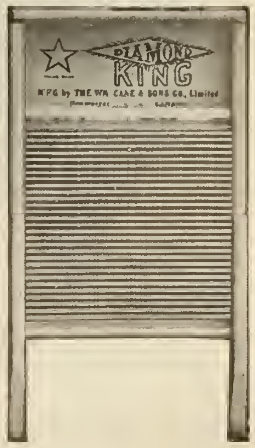
Because They are Right in Price and Give the Best Service

Cane's Washboards stand in a class by themselves for neat construction, quality and durability, and **pay an attractive profit.**

Among the 13 different styles and grades you will have **one to meet every demand.**

If you haven't our catalog on **"Cane's" Wash-day woodenware**, we will be pleased to send you one.

WM. CANE & SONS CO.
LIMITED
NEWMARKET, ONT.


DIAMOND KING
MFG by THE WM CANE & SONS Co. Limited

All extracts are distilled and bottled in our own factory-*We Guarantee Purity*

ROYAL SHIELD FACTORY-EXTRACT BOTTLING & LABELLING DEPARTMENT

Royal Shield Extracts are full flavored and of full strength—Try them

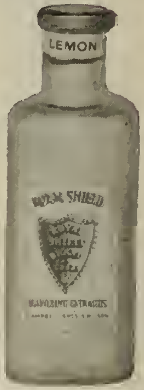
ROYAL SHIELD
BRAND OF GOODS

You and your customers are given the benefit of our wide experience in the manufacturing of extracts when you order Royal Shield Brand. These extracts are manufactured and bottled by us and are guaranteed pure.

Our Wholesale Grocery Service has no equal in the West

Our values are the best, our goods are always right.

WHOLESALE GROCERS AND IMPORTERS



Campbell Bros. & Wilson, Ltd.
WINNIPEG

Campbell Wilson & Adams, Ltd.
SASKATOON

Campbell, Wilson & Horne, Ltd.
CALGARY. EDMONTON: LETHBRIDGE

Campbell, Wilson & Strathdee, Ltd.
REGINA

BLUEBERRIES
AND
SARDINES

are good stocks to-day, and while present stocks last we will sell:—

BLUEBERRIES in QUART SEALERS packed by J. S. Wells, Ltd., White Haven, N.S.	1 doz. cases at $3.00 per doz. These are hand packed goods and are exceptionally fine.
SARDINES, KING EDWARD BRAND (Norwegian).	100 tins to the case, $9.00 per case. The Sardine fishing in Norway was practically a failure this year. We were fortunate in securing an early supply of this excellent Brand and while worth more money to-day, yet while stock last we will sell at above figure.

MAIL ORDERS. We have the stock and facilities to ship promptly. Try us.

Fenwick, Hendry & Co.
Importers and Manufacturing Wholesale Grocers
KINGSTON, ONTARIO, CANADA

More Customers

'Camp' is a magnet for drawing customers in plenty; customers who come and go with regularity, and go away well satisfied; customers whose pleasure in 'Camp' Coffee is good profit for you.

'Camp' Coffee

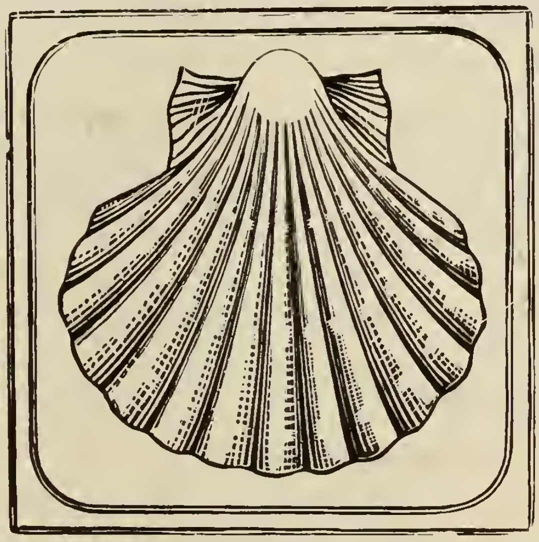
R. Paterson & Sons Ltd
Coffee Specialists
Glasgow

"SHELL" BRAND
CASTILE SOAP ("LaCoquille")

The Standard of Purity

has the largest sale of any Castile Soap in the Dominion.

For sale by all wholesale houses.



A Pure Oil Soap

This soap is especially manufactured by

Messrs. Couret, Freres
Marseilles, France
For
Messrs. Estrine & Co.

W. H. ESCOTT CO., LIMITED
WHOLESALE GROCERY BROKERS
Winnipeg Regina Calgary Edmonton
CANADIAN AGENTS

MODERN GROCERY EQUIPMENT

Adds an air of distinction to your store
—and

ATTRACTS TRADE.

The "Walker Bin" System

will save 25% of your floor space and also of your expense for skilled salesmen.

Is this worth your consideration?

We manufacture the best in show cases and refrigerator counters.

Write now for illustrated catalogue and estimates.

Walker Bin & Store Fixture Co.,
LIMITED

WALKER PATENTED BINS

Berlin, Ontario

REPRESENTATIVES:
Manitoba: Watson & Truesdale, Winnipeg, Man.
Northern, Sask.: North-West Specialty Co., Saskatoon, Sask.
Southern Sask. and Alta.: J. N. Smith, Box 696, Regina, Sask.
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Montreal: W. S. Silcock, 33 St. Nicholas Street.
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WALKER PATENTED BINS

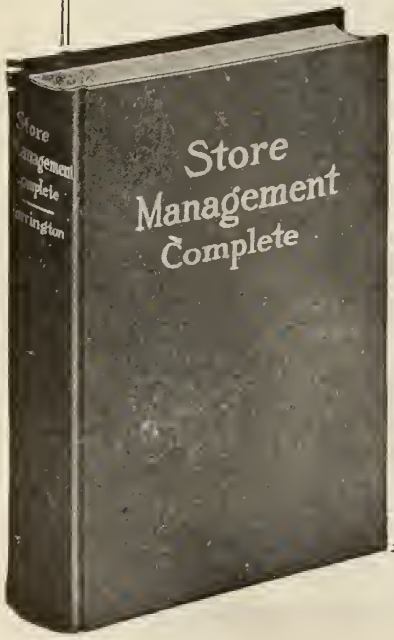
TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

ARE YOU THE MAN AT THE HELM?

Are you running your ship of business along the shortest and safest course to the harbor of success? Or are you going a roundabout way, scratching and scraping along the rocks of loss and failure.

Get in the right course, be on the lookout for new thoughts, ideas, schemes, etc., and you will have a successful run.



STORE MANAGEMENT COMPLETE

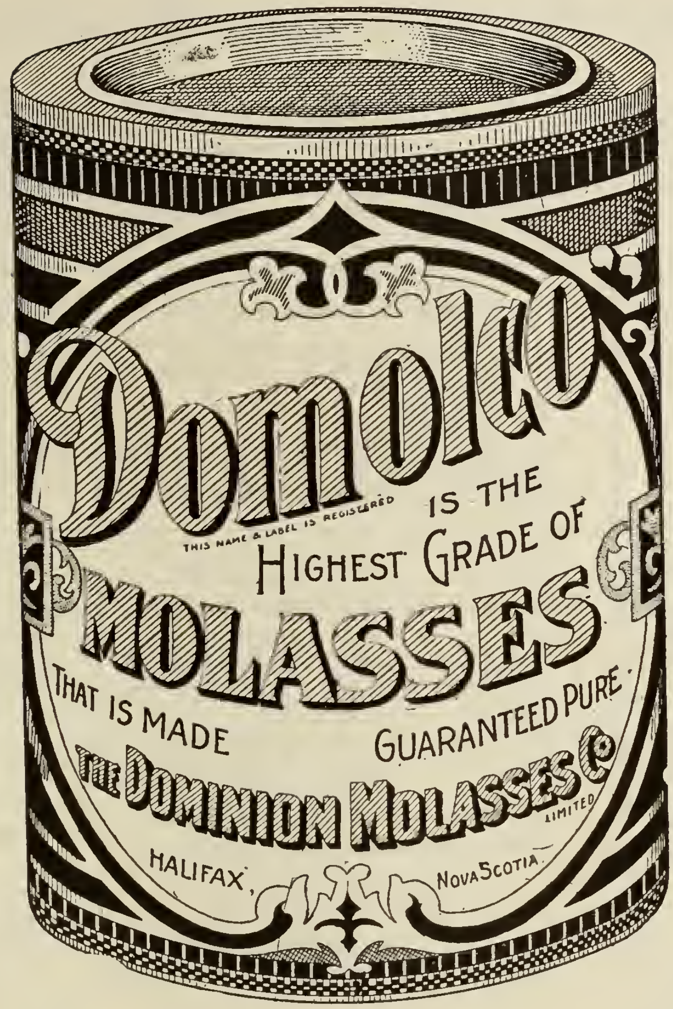
is a guide that will show you how to get the maximum trade and profit out of your business. This book is written by Frank Farrington (a companion book to "Retail Advertising Complete.") It tells all about the management of a store. The following is a synopsis of one of the chapters:

> CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivery goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

"Store Management—Complete" is bound in cloth, contains 272 pages, 16 full page illustrations, and 13 chapters. $1.00 brings this book to you postpaid. Money refunded within 10 days if not satisfactory.

Absolutely New **Just Published**

TECHNICAL BOOK DEPARTMENT
MacLean Publishing Co.
143-149 University Avenue TORONTO



More "DOMOLCO," Please—

That's the molasses call that is heard from every side. It's the call at the family table, it's the call at grocery store (where handled). This demand for "Domolco" is "profit music" to the dealer's ear.

DOMOLCO

is the highest grade sugar-cane molasses that is made and is guaranteed PURE. Every package bearing this registered label contains the acme of molasses perfection.

Domolco is the table delicacy of the masses—every progressive dealer should handle.

THE Dominion Molasses Co., Ltd.
HALIFAX, N.S.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Brantford Cold Storage Co.
LIMITED
Wholesale Produce Merchants
If you are in need of
HONEY
In any quantity write us for quotations
BRANTFORD, ONT.

Headquarters for White Beans and Evaporated Apples.

W. H. MILLMAN & SONS
Wholesale Grocery Brokers
Toronto, Ont.

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents
and Importers
77 York St. - Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Morrow and Company
39 Front St. E., Toronto
Cereals

We buy and sell rolled oats, oatmeal, rolled wheat, pot and pearl barley, split peas, cornmeal, white beans, wheat breakfast foods, buckwheat, Graham and whole wheat flours, English and Canadian boiling peas.

The
Condensed Ad.
page
will interest you

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
LTD.
Wholesale Grocery Brokers & Manufacturers' Agents,
WINNIPEG

We solicit accounts of large and progressive manufacturers wanting live representatives.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our Position is your opportunity.
Saskatoon - Western Canada

Eastern Manufacturers Limited
Manufacturers' Agents,
Saskatoon, Saskatchewan.
Cover Northern Saskatchewan completely. The jobbing trade in Saskatoon, Yorkton, North Battleford and Prince Albert is visited daily. We want to represent you in this large and growing territory.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE
BROKER and MANUFACTURERS' AGENT.
Trade Established, 15 Years
Domestic & Foreign Agencies Solicited

MACKINTOSH'S TOFFEE
Made in Halifax, England
"THE TOFFEE THAT SELLS"
FINCH'S PATENT FLY TAPE
For Season 1914. Agents Wanted. Write—
Edward Kidd & Co. 1090 Hamilton St.
Vancouver B.C.

One of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

WESTERN PROVINCES—Continued.

NORTH-WEST SPECIALTY CO.
Manufacturers' Agents
Cover Saskatchewan completely. All large centres visited monthly. Open for agencies for all kinds of Store Fixtures and Specialties. Warehousing facilities.
Suite 109, Willoughby-Summer Block,
Saskatoon, Saskatchewan.

WATSON & TRUESDALE
Wholesale Commission Brokers and
Manufacturers' Agents
WINNIPEG - MAN.
Domestic and Foreign Agencies
Solicited.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

RUTTAN & CHIPMAN
WHOLESALE GROCERY BROKERS
and
MANUFACTURERS' AGENTS
Fort Garry Court, Main Street.
Winnipeg - Canada

SIMPSON PRODUCE CO. Winnipeg Man.
Will be pleased to discuss with agents or manufacturers of Bakers', Butchers' or Grocers' specialties, the introduction of their lines to the Prairie Provinces—we go direct to the trade or through the Jobbers.
Dealers in High Class Produce and Provisions.
Simpson Produce Co. 248-252 Princess St.
Winnipeg, Man.

LEADLAY LIMITED
332 Bannatyne Ave.,
Winnipeg, Man
Grocery Brokers & Importers
"Foster-Clarkes Cream Custard."

Manufacturers' Agents and Brokers' Directory

(Continued.)

BRITISH COLUMBIA.

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
352-6 Cambie St., Vancouver, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

O'Loane, Kiely & Co., Ltd.
WHOLESALE GROCERY BROKERS
CANNED GOODS, DRIED FRUITS, ETC.
CANNED SALMON A SPECIALTY
We cover British Columbia and Alberta
Head Office - - Vancouver, B.C.
Reference : The Bank of Montreal.

The CAMPBELL BROKERAGE CO.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street . Vancouver B. C.

WORLD RENOWNED
C.F.St.&Co
BRAND STUHR.

STUHR'S
GENUINE CAVIARE,
FILETS D'ANCHOIS
(naturels),
ANCHOVY PASTE.
"Please ask for our offer."
C. F. STUHR & CO., HAMBURG.

OAKEY'S
The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.
'WELLINGTON'
KNIFE POLISH
JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.
Wellington Mills, London, England

NEWFOUNDLAND.

E. O. CORNISH
COMMISSION AGENT
Canned Goods a Specialty
821 Pender St. W., Vancouver, B.C.

McCANN & LANGFORD
Winch Building, Victoria, B.C.
Manufacturers' Agents and Commission Brokers.
We can give special attention to a few good agencies. Anything we handle we push
References: Bradstreets, Royal Bank, Union Bank.

T. A. MACNAB & CO.
ST. JOHN'S NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references.
Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

When writing advertisers kindly mention having seen the advertisement in this paper. : : : :

OUR GUARANTEE
If this polish damages your customer's piano, we'll pay for the piano. That's why live Grocers everywhere stock it. It sells, repeats, and brings new faces to a store.

Prestolene
(TRADE MARK)

THE PERFECT POLISH FOR
PIANOS, FURNITURE
AND ALL GLOSSED SURFACES

The International Specialty Co.
The PRESTOLENE People, Bridgeburg, Ont.

Order from your jobber, or The Harry Horne Co., 309 King W., Toronto. Leadlay, Limited, Bannatyne Ave., Winnipeg, Man.
Every package carries above guarantee in detail. Our travellers carry unique propositions.

Every Mertchant who handles—

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia
These powders are very good for children cutting their teeth
18 Powders for 25 cents
DIRECTIONS

knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—
Name ....
With (Name of firm) ....
Street ....
City or town ....Prov..............

The Test of Time

For more than forty years, Electric Paste Stove Polish has met every requirement of thousands upon thousands of critical housekeepers. What more could you ask? Have you tried it yet?

For Sale By All First-Class Jobbers in Canada.

Manufactured only by John Diamond, 458 North Third St., Philadelphia, U.S.A.

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH
AND
PROCTOR
SOLE PACKERS
Halifax, - N.S.

From the big Forest City House of Quality and Square Dealing

"CLUB HOUSE" BRAND

SPANISH OLIVES

The finest Seville Olives, pure brine, made with healthful water from our own Artesian well, form the basis of the most satisfactory Olive business you can get—this is the "Club House" formula.
Put up in different sizes of bottles. Satisfaction guaranteed.

Send for a Trial Order.

Gorman, Eckert & Co., Ltd.

London, Ontario

Western Selling Agents
MASON & HICKEY
WINNIPEG

Link Your Business To Quality Products

The good housewives appreciate quality, be it even in so common a product as salt. The superiority in the quallity of PURITY SALT is noticeable, and the dealer who supplies this staple condiment in the **Purity Brand,** links the trade of the good housewives to his store.

The
Western Salt Co., Limited
COURTRIGHT, ONTARIO

BUFFALO BRAND COFFEE

Packed in the Coffee Colored Bag.

Original packages only, fifty or one hundred to a case.

BUFFALO appeals to the housekeeper who wants a real tempting coffee at a moderate price.

BUFFALO appeals to the grocer because the housekeeper comes back for more—quality means profit.

Chase & Sanborn, Montreal

St. Lawrence

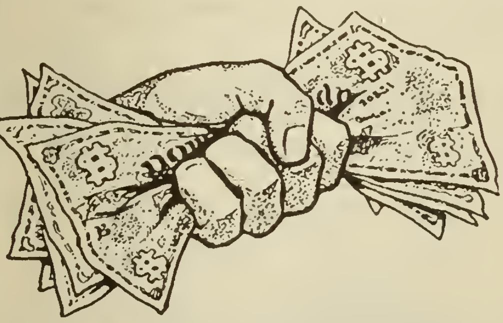
Granulated

The Canadian Standard of Quality.

20 and 25 pound cotton bags—a handy package.

JAPAN TEAS

Furuya & Nishimura



Get a Tight Hold on Money
These Days. It's Pretty Tight
Itself

FISH

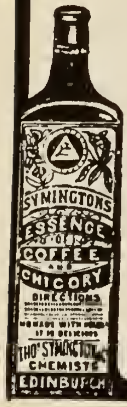
is a profitable line, and all that is needed is display. The demand is natural, and will be specially insistent when you stock

OCEAN BRAND Haddies, Kippers, Bloaters, Fillets

They are known as the quality line in every town and hamlet in the Dominion, and if you are leaving the sale to your competitors, well, they are simply reaping benefits that might as well be yours also.

All you have to do is "Ask Your Wholesaler or us."

North Atlantic Fisheries, Limited
Montreal



SYMINGTON'S COFFEE ESSENCE

will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thos. Symington & Co., Edinburgh and London

AGENTS :— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

The standard by which all others are judged

The **Eureka** is built on the most scientific principles known in the refrigeration world. It keeps perishables in the best condition with the smallest consumption of ice. Cold dry air circulates all the time, allowing no dead or stagnant air to cause a damp and musty smell so common in refrigerators. Further, the **Eureka** has no zinc or galvanized iron lining to rust and corrode. It is strictly sanitary in every particular.

Made in any size for Butchers' and Grocers' use.

Catalog and Prices sent on request.

Eureka Refrigerator Co., Ltd.

54 Noble Street, Toronto

Montreal Representative:
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg.

IRISH MILK

From Ireland

SWISS DAIRY BRAND

Sweetened Condensed Milk

Price $3.85 Per Case
of 4 dozen pound tins.

Freight allowed on 5 case lots up to 40 cents cwt.—3rd class.

A 10c. line with a Large Profit

Kirkwood & Sons

176 Dupont St., Toronto, Canada

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a Want Ad. in this paper.

It is the best possible value that capital, experience and enterprise can produce, resulting in a steady growing, resistless demand that ensures you a fair, actual and protected profit, giving satisfaction unbounded.

REMEMBER—every pound you sell advertises you as a dealer in—**QUALITY.**

"Salada" is never sold to peddlers or price cutters. This is the way we protect our customers.

"SALADA"

LONDON, ENG.	NEW YORK	BUFFALO	TORONTO	MONTREAL	BOSTON	CHICAGO	DETROIT
41 Eastcheap	100 Hudson St.	38 W. Genesee St.	32 Yonge St.	St. Paul St.	34-35 S. Market St.	361 N. River St.	Shelby Block

Branches also in Pittsburg and Philadelphia

Ford Builds 300,000 Gasolene Cars a Year

A MILLION CARS OF ALL MAKES NOW IN USE

They Buy a Hundred Million Gallons of Gasolene a Year

DON'T YOU WANT SOME OF THIS BUSINESS ?

You have the first chance at it—are you going to wait till opportunity kicks your door open, or will you get the gasolene trade through the Bowser door?

Motorists look for the *Red* Bowser pump. The merchant with a Bowser gets their trade. *A Bowser* gives you all the profit there is in gasolene. The "old way" wastes the profit. Write us and we'll show you how to make money.

S. F. BOWSER & COMPANY, Inc.

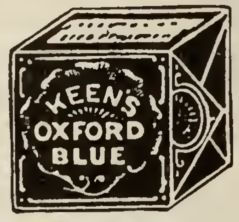
66-68 Frazer Avenue - Toronto, Ont., Canada

Made by Canadian Workmen and Sold by Canadian Salesmen. Sales Offices in all Centres and Representatives Everywhere.

Original patentees and manufacturers of standard, self-measuring hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc.

Established 1885.

KEEN'S OXFORD BLUE



Every woman knows the value of Keen's Oxford Blue on washday, and will appreciate your recommendation of it.

Best housewives ask for it, others will be the better for using it. Keep your stock well filled with this article of daily need—Keen's Oxford Blue.

FOR SALE BY ALL THE CANADIAN JOBBING TRADE

MAGOR, SON & COMPANY, Limited

403 St. Paul Street, Montreal **30 Church Street, Toronto**

Agents for the Dominion of Canada

This is CROWN BRAND Weather

"Chill November's icy blast" means that the body requires heat-producing, tissue-building foods.

Crown Brand Corn Syrup

is a good thing to suggest to your customers during the winter months, because of its body-building qualities.

Your customers should have CROWN BRAND once—after that it's "a matter of course."

THE CANADA STARCH CO. LIMITED

MANUFACTURERS OF THE

EDWARDSBURG BRANDS

Cardinal and Brantford

Montreal, Toronto, Calgary, Vancouver

The Gold at the end of The Rainbow

Written for Canadian Grocer by Henry Johnson, Jr.

In our youth we believed that old fairy tale about the gold at the end of the rainbow and that if we could only reach the end before the bow dissolved, great wealth would be assured. In this article Henry Johnson, Jr., advises a reader who is contemplating a new venture afar off. He makes the suggestion that it be not accepted before a full investigation of the possibilities of the venture are thoroughly understood. He must not go after the rainbow's gold unless he knows for a certainty it is there There is food for thought in the article for all, but more particularly for those who are contemplating a change in location.—Editor.

The following letter tells its own tale:

Nov. 10, 1913.

Henry Johnson, Jr.:

Dear Sir,— Will you kindly spare a reader and subscriber of your valuable paper a few moments to reply to the following?

Am at present and have been engaged for the past fifteen years in general merchandise business at this place. Conditions of late are such that I am contemplating a change in location, in fact, am figuring on ———, as the new field of operations. The proposition is about as follows: A firm out there doing a large general merchandize business, carrying large grocery stock, find they are very much cramped for room, find also that the grocery department is not properly taken care of. They advertised, or rather wrote letters to some prominent wholesalers asking them to find a man who could put in $10,000 in the grocery business as a half interest and take the management. The letter was sent to me and I took the matter up with a view to going in. I found on investigation that they sold in grocery department last year $102,000. I found that their total sales were $189,000 in all departments. They carry book accounts of $38,000 and have borrowed money from bank to extent of $22,000. So you see they do big things. They pay two grocery clerks $91.00 each per month; two delivery men $75.00; 1 warehouse boy $40.00; and of course the proportion of other expenses such as rent, office, fuel, light, insurance, etc., is charged up to the grocery department. They propose to move this grocery stock into a new building, fitting it up in good style as a modern grocery store. They offer me $150 a month salary and half interest in business. I might say a new company would be formed, carrying the name of the old concern, only that instead of calling it the Blank Mercantile Co., it will be the Blank Grocery Co., the old company carrying on business with the other lines as Blank Mercantile Co., to be capitalized at $20,000, 200 shares at $100 a share. I figure the cost of doing business in the new place will be 13½ per cent., including all expenses that can possibly occur except perhaps loss of accounts, allowing only 1 per cent. I feel reasonably sure we can continue to do $100,000 business although it is not all sold over the counter, some of it being warehouse foods, such as flour sold to bakers, hay, grain, etc., but no other lines than those classed as groceries.

Now you know perhaps, conditions in ———, and can advise me if this is a good proposition or not. I figure it should pay 5 per cent. net on sales, or 5,000 a year. What do you think? Am I figuring too high or too low? Is it a good move to tie up with a concern which carries book accounts of $38,000? For your information I will say that they do a lot of business with ranchers. The town has shops employing about 500 men and has monthly pay roll of about $50,000. Population about 3,500. It has, including the store mentioned, three other exclusive grocery stores, one a larger one than theirs but very much out of date—dirty and untidy; the other two are small and possibly sell from $2,000 to $3,000 a month each. There are three meat markets exclusively as they carry no groceries. The country is very thinly populated as ranches are very large, running to stock and sheep, hay and a little grain.

Now, will you kindly give me your opinion of this proposition from a business standpaint and anything you may know of ——— climate. I am getting along in years and cannot afford to make a mistake. I have the money and the experience, but do not want to lose the former or jeopardize the latter. I have another proposition in ———, a general store, stock $12,000; expense much less; sales about $50,000 a year; expenses about 12 per cent.; not much groceries sold and those sold cheap; a pleasant climate and easy work but more competition. Kindly compare these and give me your valuable advice. I hope I have not bored you with this lengthy letter and thanking you for an early reply as I am in a hurry to make decision. I am,

Yours very truly,

———.

Large Order to Fill.

I am familiar with the West to some extent, but feel that this is a large order; but I shall do the best I can with it—which I fear will not be much.

The capital and general resources of the business under review are not stated, so it is difficult to judge whether the firm is carrying too heavy liabilities; but its borrowings from the bank equal 11 2-3 per cent. of its annual sales, and its accounts outstanding equal just under 20 per cent. of its annual sales. I have only one comparison whereby to judge of this condition and that is to compare it with my own, undoubtedly healthy business, and here I find in my own case, no borrowed money and sterling accounts equalling about 9 per cent. of my annual sales.

Again, this firm deals with ranchers, and they pay only at long intervals.

(Continued on page 37.)

Preventing Frost from Forming on the Window

Methods That Are Used—Importance of Keeping Windows Clear From a Selling Standpoint—Theory of the Frosted Window and the Removal of the Cause.

The accompanying letter from one of our Alberta readers suggests an article dealing with the subject regarding keeping windows free from frost. The time has once again arrived when this nuisance presents itself, and unless it is effectively checked throughout the winter, the window, no matter how well attended to, will be more or less of an expense rather than an asset.

> *Editor, Canadian Grocer,*
> *Dear Sirs.—Would you be kind enough to suggest any way in which our windows might be kept free from frost during the winter months. They are not enclosed.*
> *Thanking you in anticipation of your early reply,*
> *McFARLAND & CO.,*
> *919 Alberta Ave.,*
> *Edmonton, Alta.*

Cause of the Trouble.

The basic cause of frost on the window is, of course, a difference in temperature of the air outside the plate-glass and that inside. When the air inside is warmer than that on the outside the moisture which forms comes in contact with the colder glass and is frozen on it. Occasionally in very mild weather the air on the outside becomes warmer than that inside, and frost forms from the same cause outside the glass.

When a doctor has a patient ill with some chronic trouble he aims to determine the cause and then to remove it. The same should apply to the frosted window trouble. First determine the cause (and this is given above) and then find a suitable method for removing it.

Gas Flame at Window Base.

There are many varieties of methods in use for this purpose. Butcher shops frequently use a gas flame. A gas pipe extends across the bottom and front of the window on the inside. This contains several small holes short distances apart, and the gas is kept burning all day. This keeps the plate glass on the outside so warm that the moisture of the air does not freeze on it. This method, however, is rather expensive.

Several dealers have their windows so arranged that air holes at the bottom allow the colder air from the outside to enter and keep the inside air at the same temperature as that on the outside. Better results are, of course, obtained when the window is enclosed; in such cases it is easier to keep the store itself warm in severe weather.

Air Vents on the Side.

In the store of the Mills Company, Hamilton, Ont., an original idea has been used. Small openings have been provided above the plate glass in the sides of the window, as shown in the accompanying illustration. The openings are about 6 x 16 inches, and are hinged at the top. They swing inward, and are operated from the interior of the windows. They can be kept open sufficiently long to maintain the temperature inside on a par with that outside. At the same time, being on the sides, they are not exposed to the dust of the street. Neither do they detract from the appearance of the store front.

The Electric Fan.

Several other methods have been adopted with more or less favorable results. A good plan is to use the electric fan. This keeps the air circulating throughout the window and comparatively dry. There is considerable expense attached to this, as electricity is being consumed all the time the fan is in motion. The plan, however, is fairly effective.

Chemical Remedies.

Rubbing the glass with glycerine has been tried, but this method usually leaves the glass smeared. A solution of alcohol or methylated spirits is also sometimes used, but here again expense arises. The cost is too high to make such a remedy general.

Still another method is found in the use of double windows. The placing of a second plate glass outside the permanent one making an airtight compartment is effective in preventing frost, because it keeps the air between the windows at a sufficiently medium temperature to overcome the cause of frost. This plan has a disadvantage in that it obscures the view of the goods displayed to a certain extent.

The Modern Store Front.

On account of the loss entailed by the frosting of windows, the question of proper construction of the store front becomes an important consideration. Theoretically what is needed is to reduce the humidity and thus prevent moisture from condensing on the glass surface by means of the circulation of cool dry air. In a general sense this sums up the situation, but several conditions must be taken account of. First, the windows, to produce best results, should be enclosed from the store proper and the enclosure should be practically air tight. Second, air from the outside must enter the window near the edges and at the surface of the glass in order to make the circulation greatest at the glass surface. Third, a sufficient amount of dry air must be admitted in order to absorb the moisture.

These conditions are being borne in mind in the construction of modern store fronts when vent holes are provided in the metal sash.

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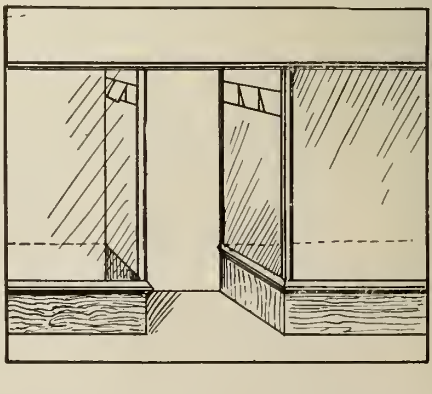
TO KEEP IN TOUCH WITH PRICES.

The Canadian Grocer,—I beg to inform you of change of address. I have sold my business at 1186 Dufferin St., Toronto, to Robt. H. Banks, and will open here about Dec. 1 in a new store, so kindly forward Canadian Grocer to my new address so as we can keep in touch with market prices. Wishing you every success,

ROBT. H. BECK,
1150 Bank St., Ottawa.



Frost is prevented from forming on these windows by the use of air vents in the side. Plan of the Mills Co., Hamilton, Ont.

Maple Syrup and Sugar Adulteration

During the past week a Toronto manufacturer of maple products was fined $55 and costs for placing a false label on maple syrup and for selling adulterated syrup within the meaning of the Adulteration Act.

Several retail grocers were also haled into court charged with selling adulterated maple products as pure.

Canadian Grocer is not in a position to know the exact conditions under which these retailers purchased the goods or whether they innocently or wilfully sold them as pure, but it is certainly an injustice to the retailer to have to appear in court and bear the stigma of a fine if he has been honest with himself in the matter of selling the goods as they were represented to him. If a retailer has secured a warranty or guarantee from the manufacturer that goods are pure, is there any excuse whatever for the authorities bringing him into court and perchance injuring his reputation among his customers? In such a case the manufacturer is clearly the party to get after, not the honest retailer. No better advice can be given the retailer than that he deal only with known reputable firms. If he has occasion at any time to buy from another—one who may or may not be honest—then he should insist on receiving a guarantee, if the goods are represented to be pure. He cannot afford to take a chance.

There are some points in connection with maple syrup and sugar which are worth close study. There are some things too, which should be rectified by manufacturers and government authorities in order that honest retailers and manufacturers would be better protected.

Let us consider maple sugar, for instance. This article is not branded as ''pure'' or ''mixture.'' Practically all looks alike. A dealer purchases maple sugar from two or more firms and may or may not know whether it is pure or otherwise. He may be told it is or it isn't. An inspector comes along and buys a cake. The name of the manufacturer is requested and probably the first that enters the dealer's head is given. It may be correct but sometimes it is unintentionally wrong. There is always a doubt and manufacturers have frequently sustained injustices in this connection. In case of standard package goods where carton or container is not broken, there is no doubt. The manufacturer's name is on the label.

With maple sugar there should be something to show the name of the manufacturer and the purity o otherwise of the goods. This would protect the manufacturer as intimated above, and it would be a great protection to the retailer. A mould for instance could be used to stamp all goods as ''pure'' or ''mixture,'' and the trade-mark or name of the maker. The retailer in buying such goods could in addition, get the warranty from the manufacturer if the goods are pure, unless he is intimately acquainted with the honesty of said manufacturer.

This would give absolute protection to every retailer. He would then know exactly what he is buying and would be immune from penalty under the warranty should the maple sugar be found adulterated.

It would be a protection to the manufacturer, because no dealer could then, carelessly, make an error with regard to the name of the maker.

Much of the maple syrup of commerce is sold in bulk in large and small tins which may be emptied, added to or refilled at will. There is here again, always the element of doubt as to the actual manufacturer. Inspectors calling on the retail trade under present system should logically only take samples from sealed containers, the manufacturers of the contents of which are absolutely known. Otherwise there is no certainty that the proper parties will be apprehended.

Maple sugar and syrup are two lines on which retailers are liable to make mistakes easily. In the spring there are so many small makers putting their goods on the market that it is difficult to always know what one is getting. Greater care in selection is necessary in dealing with reliable firms who either sell pure goods only or who always specify whether they are pure or compound. Where the manufacturer is a new man, the warranty should be insisted upon as to purity. This shows careful buying on the dealer's part and eliminates the chances of a fine being registered against him.

The Inland Revenue Department which has charge of these matters should undoubtedly effect a reform in so far as inspection is concerned. Once the seal on a package or container has been broken, no inspector should be allowed to take a sample of the goods in any line whatever. The element of doubt as to the actual manufacturer in such a case demands that no sample be extracted for analysis.

The Possibilities of Extending Sardine Sales

Wherever Public Works Are Being Constructed, Railways Being Built, Quarries Mined, etc., Many Italian, Pollock, Swede and Bulgar Working Men Are Employed—These Are Large Buyers of Sardines, Spaghetti, etc., and Large Trade Can be Worked Up With Them.

"Those fellows are great buyers," remarked a dealer in a small country town as a group of Italians filed out of the store.

"What are they doing here?" was a question asked. "Is there a colony of them in this vicinity?"

"No, but there is some Government work going on and those men are employed by the contractor. Up in the quarry there are some half hundred Pollocks and Bulgarians and once you get them coming they are fine customers."

"What kind of goods do they buy?" this dealer was asked.

"Sardines are the great seller. While they, of course, purchase a good many lines such as cheese, beans, onions, bread, bacon, spaghetti, vermicelli, etc., they go in strong for sardines and we have worked up a splendid trade with them. Seldom do they give an order that does not contain a quarter's worth of sardines. They buy the five cent variety and they must eat them at every meal.

Are Free Buyers.

Here is a fine suggestion for dealers who can cater to this class of trade and still maintain their present custom. These Italians, Pollocks, Swedes, Bulgarians, etc., are usually employed on large public works such as canals, and by contractors on quarries, and railways and in canning factories. Pollocks are desired for the latter work on account of their spotless cleanliness. They all purchase freely and they always have plenty of money to spend in view of the cost of living in other departments not being high. The dealer who caters to their trade and knows how to handle them can readily work up good business.

"I have seen," remarked the dealer above referred to, "a group of Italians four deep in front of our counter and eight of us working for all we were worth to serve them. They invariably come at the same hour every day—between 6 and 7 in the evening—when other customers are few. We are then always prepared for them by having those goods they are likely to buy prominently displayed.

Popularity of Sardines.

"As I said before, sardines are a great seller. I have seen us buy as many as 25 cases at one time with 100 five cent tins to the case. We seldom purchased less than five cases. One contractor told me that a gang of men he once had working for him consumed 10 cases in one day. He had charge of the construction of a sub-section on the Welland Canal.

"Spaghetti, too, is a favorite dish of the Italian and you can bet your life that if he wants spaghetti he doesn't want macaroni or vermicelli. You have got to be on your guard and see that you are never out of a supply of the three lines. In my case the most important was spaghetti.

"The Pollock who works in the canning factory is fond of sardines, corned beef, eggs and other dishes quickly prepared. During the rush season he hasn't much time for cooking meals and usually selects those which can be gotten ready in a hurry."

Sure of the Money.

There is a moral in the observations of the above dealer. Every grocer who could cater to this trade should keep an ear to the ground for its coming. Very often it doesn't last long but it puts some money in the cash register while it lasts. All these men are good pay. They carry plenty of money about and usually pay cash over the counter. Frequently, of course, the contractor boards the men. Then it is up to the dealer to get after the contractor for this trade. It means big turnover and sure money."

In referring to getting his money from the men who board themselves, the dealer in question remarked that he never lost anything. "The majority paid cash," he said, "and if some did not want to do this, I could always get the contractor to guarantee the accounts by giving him 5 per cent. discount. Prior to pay day, which came every two weeks, we sent over all our accounts to him. He withheld the amounts from those who owed us and we allowed him the five per cent. Even at that we made good money. Our money was never out longer than two weeks and we had none of the trouble of collecting it.

Must be Handled Firmly.

"There is a point in handling these men which no dealer should overlook. Not knowing English very well they are not susceptible to reasoning in the English language. The merchant must, therefore, always define his position plainly and must hold firmly to that. If he gives way at any time it is all off with him. They think you are easy and will never give in afterwards."

Watching for This Trade.

A word or two on getting after this trade. Merchants in the smaller centres who desire it should have a definite system. Newspapers should be closely watched for all public works, railway construction and private enterprises which employ many of these men. The contractors must be approached early and the trade solicited. If the contractor boards his men and you can show him you can give good service, chances are you get the business from the beginning. If the men board themselves, get after the group heads. Each little party of Italians has its own interpreter and business agent. This is the man to see. Canvas him hard for the business.

A window display or two showing sardines only in such a district should help considerably to get the trade coming your way. These men cannot read advertisements or circulars so the window is the only way apart from a personal canvas. Ten cent salmon is another good line to feature.

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LEAKS IN THE GROCERY STORE

CASH IN ON EMPTIES.

A traveler going through the warehouse of a large Canadian city grocery store recently noticed piles and piles of empty boxes which had evidently been accumulating for months. There were, he claims, a good many dollars worth of empties in that warehouse. Not only were these taking up much needed room there but they represented a considerable sum of money tied up which could be turned into the business at will.

This dealer has several easy markets for these boxes; he could cash in on them at any time and yet they continue to lie in the warehouse. This is a leak demonstrating lack of system, and lack of system is bad for any business.

Front of store of Royal George Grocery, Montreal. Interior view of this was shown in the Fall Number of Oct. 10.

A Bright Store Front and Seasonable Display

Montreal Store Built on Square Plan Gives Extensive Front and Display Space — A Simple But Attractive Preserve, Jam and Marmalade Trim Shown by St. Catharines Dealer—Importance of Displaying These Goods.

The above cut shows the store front, the windows and the store interior of the Royal George Grocery, Montreal. This is a branch of the Park Provision Co. It will be seen that the front is practically all window, and that the display space is unusually extensive.

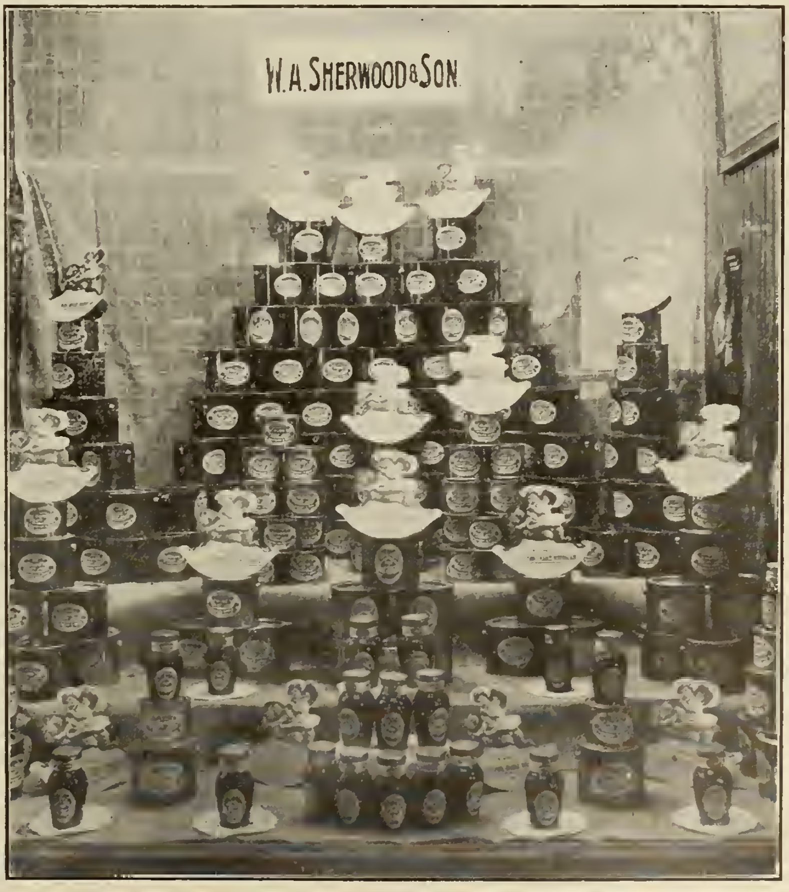
This is made possible by the fact that the store is practically square. The four windows admit volumes of light, and light is a most cheerful thing to attract the passer-by. In one of the windows is a display case with glass doors on roller bearings.

A Good Selling Trim.

The display on the right was recently shown by W. A. Sherwood & Son, St. Catharines, Ont. It illustrates how neatly a jam and preserve window can be made with little trouble. Here is an attractive trim, simply arranged which cannot fail to get business.

Note the symmetrical arrangement of the pails and bottles; the pyramid method throughout, and the neat white paper doilies on which bottles of jam rest. The display cards here and there are of such a character that they add action and life to the trim. The whole general design and arrangement is one of neatness — of "class" one might say—and such that would tend to attract the attention of the better class of feminine buyer.

Jam, preserves and marmalade are good lines to feature now. Many families make their breakfast on toast and marmalade, or toast and jam throughout the winter, therefore, no one will regret showing an attractive marmalade, jam and preserve window occasionally.



A neat, simple display of jams, marmalade and preserves shown recently by a St. Catharines, Ont., firm, W. A. Sherwood & Son.

The CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

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Toronto—143-149 University Ave. Telephone Main 7324.
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Subscription: Canada, $2.00; United States $2.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, NOVEMBER 21, 1913

PUT LIMITATIONS ON CREDIT.

While business conditions in Canada are fundamentally sound in view of our vast agricultural, forest and mine resources, yet at the present time every dealer must realize that money is unmistakably tight and that this winter we shall see considerable unemployment. At best there will be many working men's hours cut down in shops of manufacturers who are finding spring orders a little below last year, and the retail trade should take cognizance of this fact.

Collections are the main thing to be watched in a time like this. Merchants should be extremely careful in extending indiscriminate credits. Those who are at all slow or doubtful should now be spoken to and informed that they must not exceed a certain money limit or a time limit when the account must be paid. Dealers owe it to their business to maintain a strict scrutiny over all credit customers until the few clouds obscuring the brighter horizon of the future roll away.

By insisting on a credit limit with all who cannot afford to run deeply into debt, and on all slow pays, most merchants will be able to start the 1914 spring trade with a comparatively clean slate. A little extra sternness in regard to this matter is justifiable at present time and may avert considerable financial loss.

REVERSAL OF NATURE ROUTINE.

Man must certainly have reached a high intellectual standing in the universe when he can reverse the order of things in nature. It is true no one has yet produced the harvest before seed-time; nor have we heard of anyone successfully mastering the art of transforming the chicken back into the egg again.

A recent discovery, however, is said to have been made whereby cream can be made from butter, thereby reversing the routine of nature. By the new process it is stated man is able to make a better cream and moreover, the quantity than can be produced from a pound of butter is almost double that obtained from the quantity of milk required to make a pound of butter.

In the machine devised for the purpose of turning butter into cream, all the butter fat globules are, under terrific pressure, broken up into such small units that their specific gravity is no greater than the liquid that surrounds them. They are, therefore, evenly distributed throughout the fluid, and remain in permanent suspension, thus giving to all parts of the serum the same flavor and richness.

Cream produced in this fashion is used by many hotels and cafes on account of its uniform quality, but it is in the manufacture of ice cream that its many advantages are apparent. The demand for ice cream varies with the weather. The warmer it is, the more ice cream is eaten; but also the warmer it is, the harder is the task of keeping fresh cream sweet. To ensure an adequate supply when needed, the ice cream manufacturer must contract to take a certain quantity of sweet cream daily, whether the day is sizzling hot or as cold as the North Pole. But a cube of butter occupies small space, and can be kept indefinitely in cold storage. It contains a large quantity of the fatty globules needed to make rich cream, and can be converted into that commodity by merely passing it through the new machine.

BOOKKEEPING BECOMES NECESSARY.

The new income tax law coming into effect in the United States is going to work a great change from the standpoint of the merchant. Under its terms all retailers, no matter how large or small, must make returns showing their exact net incomes and to arrive at the right figures the grocer must list every item of expense, such as salary for himself and the cost of the goods consumed by his family.

It is believed this will cause all retailers to take a keener interest in the bookkeeping end of the business and will be the means of stopping many leaks.

The income tax law is a complicated piece of legislative work with several seeming inconsistencies in it. For instance, under it a retail business which is not incorporated pays on all net profit in excess of $4,000 if the owner is married and $3,000 if he is unmarried, while if the store is incorporated it pays on every cent of net income. There is a sliding scale of taxation for the unincorporated business of 1 per cent. on everything over the exempted amount up to $20,000, 2 per cent. on amounts from $20,000 up to $75,000 and so until the tax is 7 per cent. on incomes more than $500,000.

While there will not be many grocers who will have to pay a tax on their incomes from their stores, yet if any of them have an income from property owned, the additional income must be figured in with that from the business. If a grocer makes $4,000 from his store, but has an income of $1,000 from another source, he must pay tax on that $1,000 as it adds to his income and puts it over the amount exempted.

Every grocer in the United States will now be required to keep a proper set of books, giving an accurate account of all expenses and sales. He will have to charge himself with everything taken out of stock for the requirements of the household, such charges to be made at the retail and not the wholesale price. He will also be obliged to pay himself a salary.

SUMMER GROCERIES IN NOVEMBER.

This heading has no reference to any miraculous productions out of season, such as the picking of roses in January, nor does it contain a suggestion for forcing the sales of summer goods on the verge of winter. The first half of the heading appeared in large black type in a 2-column advertisement of a grocer in a Canadian newspaper; the second half was supplied by looking at the date of the paper,—November 6 The two suggested a sermon on seasonable advertising, for following upon the "Summer Groceries" were these words: "We keep everything in Fine Family Groceries for the Summer season,—or for any season."

The appearance of such an advertisement is inherent proof of two weaknesses. It is evidence that the form of advertisement has not been changed for many months; has long since grown stale to the regular reader of the paper, and has lost any drawing power it had originally. Even worse perhaps is the injurious effect upon the grocer's reputation for lacking up-to-date methods. What would be thought of any one who in the midst of November set up and labeled a display of "Summer Groceries" in his window? Passers-by would not be likely to enter his store to purchase "Christmas Groceries."

This illustration, happily, is a more extreme mis-use of advertising than is common, but in less degree hundreds of grocers every day are wasting money in newspaper advertising by allowing their notices to the public to continue unchanged for weeks at a time. Few of the best advertisers in the world allow an "ad." to appear twice alike. They feel it would be as unpardonable a sin as for a newspaper man to publish the same news item on succeeding days. An Advertiser works on the same theory; he is supplying news to the public, and it does not need to be repeated many times before it ceases to be "news."

BE CAREFUL OF TURKEYS.

In the comment on poultry in the Produce and Provision section of the markets in this issue a situation in turkeys is explained, which is worth some attention on the part of the grocer in buying for his Christmas trade. It is shown that prices have reached such a point that Western Canada is refusing to take its usual supply and instead, is going across the border.

The United States prices, even with Thanksgiving near at hand, are no higher than in Canada, and after the holiday will drop. The inevitable likelihood seems to be that the stocks intended for the West will be unloaded on the local markets, and a slump will follow. It would appear to be wiser under such conditions for the grocer, instead of contracting now for his Christmas supply, to hold off for a couple of weeks at least, to learn the trend of the market. If he buys now he may be caught in the coming slump.

DOES THE FARMER'S MARKET REDUCE PRICES?

We hear so much in the daily press about eliminating the middleman; selling from producer to consumer; letting the farmer have more markets on which to dispose of his produce, etc., that it is interesting to note in contrast a letter from a consumer in an Eastern Ontario newspaper rapping the farmer over the knuckles for selling at higher prices than the local stores.

It is the old, old story again. While markets in country towns no doubt serve the purpose of bringing in the farmers, yet it can scarcely be proven that the farmers sell their produce always for less than the retail dealer. The prospect of buying from the producer sounds rosy enough, but in actual practice, like many another daily newspaper pipe-dream, it does not always work so well. At any rate such was the case in the town above referred to, and it is by no means an exception.

Farmers are human beings. They are going to get as much as they can for their produce, just as the laborer will accept as much as he can get for his work. If farmers find out that stores are selling new-laid eggs at 40 cents, they're going to demand the same price. If one farmer brings to market the only supply of eggs on a certain day, he is going to get his own price despite any theoretic sentiment between "producer and consumer." No one will blame him for he is only human.

HIGH COST OF LIVING HARD TO BRING DOWN.

Sam Hunter's view in Toronto World of Woodrow Wilson's troubles.

But exception must be taken to those newspapers who think that when that heavenly time comes—parcel post, for instance—when the producer can reach the consumer more easily, prices of produce will fall. The farmer will naturally get all that demand and supply and the law allow him. He is in the business for that purpose, same as the real estate man, the money-lender, the laborer and the artisan.

So the consumer must not expect too much from the farmer's market. For the purpose of bringing farmers to town, it is beneficial to the town, but for reducing prices to the consumer its value is doubtful.

EDITORIAL NOTES.

The trade should be a unit in fighting against special privileges for co-operative societies.

* * *

"The frost was on the pumpkin" some time ago, but do not let it get on the window. It means loss of trade.

* * *

Far off fields oftentimes look green. A seeker of "gold at the end of the rainbow" should know it is actually there before going out on the trail.

* * *

A Canadian Grocer reader writes that he found a 1½ inch screw in a loaf of bread a few days ago. What an argument for inducing the consumer to buy her own flour and bake her own bread!

* * *

There are evidently about as many prices for charcoal among grocers in Toronto as there were colors on Joseph's coat. It costs 60 cents a dozen. One dealer is known to be retailing it at 5 cents; another at 7; some 3 for 20; others 3 for 25, and still others 10 cents straight.

How Other Grocers Do Things

AN "ON THE SQUARE" AD.

Clift Bros., Melfort, Sask., recently ran a newspaper advertisement emphasizing their endeavor to be "on the square" with their customers. A cut at the top was made of four separate squares, inside a square and with a square in the centre. The central square contained the words "The Square Grocery Store," and in the four squares round about appeared the words, "Weight, Quality, Measure and Value." The outline of a computing scale appeared in the first; flour and package goods with the word "best" in the centre; a measure marked "4 qts." was in the third and a well filled basket in the fourth.

The introduction following this cut read as follows:—

"To be 'on the square' is so essential in our life that only those who practice it can hope to win out. Squareness means friendship between a store and its customers.

"On this rock of honesty has growing business been built. You will find sixteen ounces to the pound or four quarts to the peck, in your purchases — the quality and value of our groceries are as sure as the rising sun. The high standard of our customers is a safe guide to our methods.

"It is nice to know with whom you deal, isn't it? We are always the same —the Square Deal Store.

"For weight, measure, value and quality the following cannot be beaten in this town:"

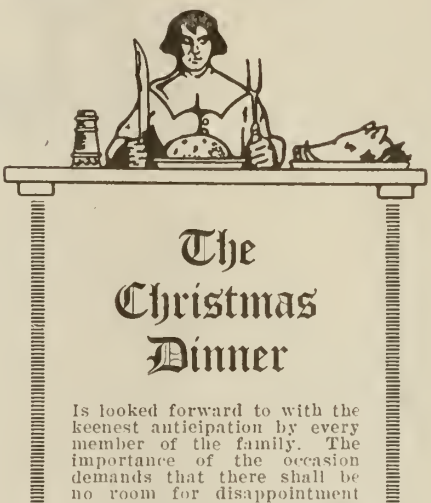
This is followed up by a list of groceries and their prices.

* * *

AN EXPERT PRINTERS' SUGGESTION.

In its current issue Printer and Publisher (which is to printers and publishers what Canadian Grocer is to the grocery trade of Canada) contains a number of sample newspaper advertisements having special regard for the typographical arrangement. These were all arranged by an expert printer whose duty it is to suggest improvements in ad-setting to Canadian printers and ad-writing to advertising representatives of newspapers.

Here is reproduced a sample grocery store advertisement. Note the simple arrangement. But wouldn't it appeal to you as a consumer? It's very simplicity makes it attractive and this combined with appropriate head cut and introduction, type neatness and a border that is not of the "loud" variety, makes the entire ad. one that would be read.



The Christmas Dinner

Is looked forward to with the keenest anticipation by every member of the family. The importance of the occasion demands that there shall be no room for disappointment on the part of anyone. We all know how much depends on the cook, but even the best cook cannot prepare a successful Christmas dinner without having a sufficient variety of good things to begin with—and these should be of the best quality obtainable. The list given below will include some things you are sure to need, and the prices quoted are the lowest possible, consistent with the famous "Miller quality."

Olives, ripe and green, per bottle	25c to $2.25
Sultana raisins, lb. package	.15
Table raisins, lb. package	.20
Shelled almonds, lb.	.40
Finest mixed nuts, lb.	.20
Preserved ginger, jar	.20
Mott's cake icing, package	.10
Cranberries, quart	.20
Heintz grape jelly, lb. jar	.35

Give your order now for Webb's plum pudding—they are delicious—various sizes and prices.

MILLER BROS.
Cash Grocers
Shannon St. ∴ Vancouver
Crescent 803

A printer's suggestion for a Christmas advertisement.

In writing the Christmas advertisements this year, try simplicity and neatness above all. To sell goods it is not necessary to use montrous type and several varieties. The straight appeal is what counts most—not the exaggerated copy with the flaming headlines.

* * *

HELPING BISCUIT TRADE.

W. J. Powell, a Goderich, Ont., grocer, believes that the biscuit trade is worth catering for. In many stores difficulty is experienced in the handling of this trade owing to the fact that the biscuits in their ordinary receptacles do not permit of attractive display, and, moreover, are difficult of access, requiring the expenditure of much of the grocer's time in filling an order for two or three different kinds.

Mr. Powell in an effort to overcome these difficulties has installed a new, glass-faced cabinet for the purpose of displaying the better grades of biscuits. The cabinet is so constructed that 25 different kinds of biscuits can be shown, and the customer is able to easily make a satisfactory selection from a comprehensive assortment, in addition to which time is saved in filling orders.

* * *

EXTENSIVE FIG AND DATE SALES.

Richard Matthews, Yonge St., Toronto, makes a specialty of figs every autumn as soon as the new season's stock comes in. The first arrivals are received around Hallowe'en and are immediately got behind with the store's selling power. Mr. Matthews has each case cut up into pound sizes, cleans them off carefully and makes them look as tempting as possible. They are then placed in the window and sales at once begin on an extensive scale. Wholesalers state that he is one of the largest sellers of figs in Toronto. He also features dates similarly, and between the two, the turnover prior to Christmas is quite large. Being on Yonge street quite an extensive transient trade is worked up through keeping the window attractive with these and other tempting fall and Christmas lines.

Window Hints From Some Montreal Dealers

A Simple Greening Apple Display That Produced Good Business —Grotesqueness Well Exemplified in a Hallowe'en Trim — The Popularity of Originality—Catering to the Public in Season.

It's an easy matter to tell whether an artist has any pretentions to the first rank by the class of work he turns out. Likewise a tailor succeeds just as his cut pleases; a cobbler makes good only if he is able to turn out a neat and satisfactory job; and the retail grocer—well, he goes ahead, too, if he "starts something" and makes impressions.

It is interesting to note that the majority of those dealers in Montreal who have a large clientele are the men who dress their windows in good style, and always have something behind the pane with enough magnetism to stop perhaps one out of every three passers-by, or at any rate catch their eye. It's the old, old story—use your brains, and progress must become apparent.

A Greening Apple Display.

Murphy Bros., on St. Catherine Street West, recently took advantage of the arrival of the Greening variety of apples to make a few extra dollars, and dressed their window in a most original and catchy style. The whole background from top to bottom of window was shaded off with a large stretch of green paper, the color being exactly the same as that peculiar to this class of apple. Five or six tiers were built up and inviting specimens of the fruit methodically lined up all along, the symmetry being broken only by a large barrel mouth also full of the apples. Between the individuals in places a dark shaded bottle of something appeared just for relief, and it is pretty safe betting that Murphy Bros., helped by this window and the neatly worded show card, sold quantities of Greenings before many others began to think over the arrivals of shipments.

The same firm finds that a ground of moss overlaid, but not too thickly, with nice large oranges, nuts, lemons, etc., the whole interspersed with bottles of olives and offset entirely behind with the bark of trees, goes far toward creating the "watery mouth" that almost always precipitates a sale.

Many Hallowe'en Trims.

Hallowe'en saw some original window dressing stunts. The simplicity of that in the Russell store, in close proximity to Murphy Bros., caused a great deal of comment. In one corner of the window was an imitation of the proverbial witch attired in deathly black, with the wealth of grey hair that seems to be the regular make-up of a witch, showing up to good advantage and helping to create a woeful appearance. At her feet, and within easy reach of her broom, were two or three of the little mites or "male" fairies we used to read about long ago, and right here is where the originality came in.

Small and all as they were, many a child would have considered them monsters so peculiar did they look. One, evidently a "grown-up" and accustomed to live on the best the forest produced, was rather corpulent, the size of the abdominal section of his anatomy being enough to make any member of the lean squad jealous. A good plump potato constituted his body and "corporation," his head being made of a very small potato well balanced. But this "monster" was scarce of hair, so to show his baldness one of the clerks simply lifted a little of the peel off the top of the potato, and the effect was remarkable. A couple of matches served for arms and two more of a longer nature constituted his "props."

Whether the latter was the father of the rest or the "King of the Forest" is hard to say, but at a respectable distance from him and in an attitude of obeisance stood a thinner specimen of the tribe, whose body was simply a carrot, his head having been cut out of this, the donkey's favorite "fruit."

That the window caused considerable talk about the Russell store goes without saying, yet it might have produced dollars and cents right away if there had been a display of seasonable goods into the bargain. Publicity is desirable, but hitch up with it the goods you want to sell, and you very soon secure a dividend on all the advertising you do.

Pennants and Eggs.

One dealer owning a store not far from the local university football grounds evidently must secure some nice business from the students, as recently on the occasion of an important inter-varsity match he decorated his window with pennants bearing the local institution's badge. Funny to say the points of the pennants bordered on a show of eggs, and while we do not suspect that he was so wicked as to endeavor to stir up a desire for egg-throwing or so foolish as to suggest they were for such a purpose, as it is generally conceded that only an egg that has become aged and consequently not so sweet as a "young" one, is the proper and telling missile. (and, therefore, should be anywhere but in the window), yet the boys on parade raised the college yell as they passed the store, and our sportsman dealer got some free advertising.

Perhaps, right here, there is a good lesson for dealers. Boys are very susceptible to suggestion, and if a dealer were to cater to the particular following of any of them and show them that he was interested in their hockey or football team, as the case may be, the chances are that when they have any groceries to order they will place the order with him or see that their mothers give him an order or two, just because "he's always boosting our team, mother."

* * *

FAVORS BIG CONFERENCE.

Editor, Canadian Grocer.—In reference to an international convention of grocers to be held in San Francisco. I would say, I think it would be one of the most interesting and instructive conventions ever held by grocers. I know that the methods of doing business in other countries are different to ours, yet we cannot claim that we have the perfect system. If we do not have conventions, how are we to know what methods of doing business are the best?

If international conventions are not a benefit why do the churches, unions, societies, etc., hold them? Surely the grocers are as anxious to improve their conditions as the churches, etc., are.

In reference to legislation in other countries. The delegates from these countries may be able to show us a better and more convincing way of approaching our representatives of parliament. The grocers of other countries have evils in the way of co-operative stores, trading stamps, rebates, etc., to fight and if they have a better system of doing their legislative work it is our duty to ourselves to find out and adopt their system or vice versa. We cannot do this unless we have these international conventions.

E. C. MATTHEWS.

Parliament St., Toronto.

* * *

David Bell, a Yonge St., Toronto, grocer, will open a store about January 1 at the corner of Bathurst and Alsina streets.

Current News of the Week

Quebec and Maritime Provinces.

The death is announced of Edward Moore, grocer, Canso, N.S.

Belisle Co., Limited, grocers and hardware, Wotton, Que., have obtained a charter.

G. A. Vandry, who has taken over the biscuit factory of John Glass, Quebec, P.Q., is asking the council of that city for tax exemption for 10 years. He intends to carry on the business on a larger scale.

Carl A. Carleson, Swedish Steel Importing Company, Montreal, who are agents for a firm of safety match manufacturers, with headquarters in Sweden, has sailed for Falun, Sweden, and will remain there some time in the interests of his firm.

Alfred L. Freden, sales manager of American Kitchen Products Co., New York, whose Canadian business has been entrusted to Lymans, Limited, Montreal, is at present in Montreal looking after the introduction of the Steero Cubes.

L. C. Randolph, of Canadian Fairbanks-Morse, Limited, manufacturers, amongst other things, of scales, leaves towards the end of the month for U.S.A., where he will pursue another line of business.

Ontario.

Kirk Bros., have opened "The Cash Grocery" in North Bay, Ont.

Goderich, Ont., merchants are considering the question of organization.

W. E. Best, grocer, Toronto, has sold to Robinson & Shelley.

Geo. R. Davey, grocer, Port Perry, Ont., has sold his business to H. A. Sydie.

Wm. McClelland, merchant, Niagara-on-the-Lake, Ont., was in Toronto during the past week.

H. L. Carter has opened a grocery store at corner of Perth and Bridge Streets, Guelph, Ont.

Frank Walters, of London, Ont., has taken charge of the meat department in Stanley Williams grocery store, Sarnia, Ont.

Mr. Dettor, manager of the Sanitary Canning factory, Niagara-on-the-Lake, Ont., was presented with a gold-mounted silk umbrella by the employes.

"Dick" Matthews, a Yonge Street, Toronto grocer, spent last week in Parry Sound district deer hunting. His party brought home eight deer. He was delayed in a train wreck for six hours.

E. F. Mason, grocer, Peterborough, Ont., was in Toronto latter end of last week on a business trip. Mr. Mason states that business with him this year has never been better.

T. B. Cramp has opened a new store in Orillia, Ont., attractively fitted out. Last week he began a series of demonstrations on cocoas, jelly powders, puddings, salads, tea biscuits, etc., to get the interest of the women of the town.

The Dominion Post Office department will hold a conference at the close of this week with the railways in regard to rates and other arrangements for the new parcels post system. It is possible that higher mail rates will be discussed generally.

Trent Valley Canners, Limited, Trenton, Ont., have been granted a charter, with a capital of $1,000,000. The promoters are Henry L. Symmes, G. W. Morley, M. L. Gordon, Walter L. Gordon, J. S. Duggan, E. Bristol and Percy W. Beatty.

Few changes were necessary in the signs of the store at 1186 Dufferin St., Toronto, when Robt. H. Banks took it over. Robt. H. Beck who had been doing business there has sold his business to Robt. H. Banks, and will open about Dec. 1 in an entirely new store at 1150 Bank street, Ottawa.

Warren Bros., wholesale grocers, Front street, west, Toronto, will move their offices and warehouse to the southwest corner of Queen and Portland Sts., between now and the first of January. This is a new five-storey brick building and basement. This move of Warren Bros., has been forced upon them by the preparations for the new Union Station which are at last beginning to materialize.

Bulletin No. 263, from the Inland Revenue Department, deals with cream of tartar analysis. A. McGill, chief analyst, in reporting the inspection to the department, says:—"The last inspection of cream of tartar was made in 1910, and the results of analysis are published in Bulletin No. 222. In that report I suggested the advisability of legalizing a standard for a commercial grade of cream of tartar, less exacting than that fixed by the British Pharmacopoeia. The B.P. standard described is that for a highly refined article, containing not less than 97.5 per cent. of bi-tartrate of potash. It will be seen that 49 samples of the present collection reach this high standard, with 94 samples of good quality, and containing about 90 per cent. of bi-tartrate of potash, are relegated to what I have designated as the commercial grade, falling a few per cent. lower than B.P. requirements. Five samples are adulterated as containing starch and other foreign matters."

Western Canada.

Sidney Speers is preparing to open a grocery store in Enderby, B.C.

J. E. McRae has opened a general store in Sutherland, Sask.

Templeton & Co., grocers, Winnipeg, are succeeded by Rowntree & McKoewen.

David Spencer, Limited, Vancouver, B.C., sustained a heavy loss in the recent big fire principally in groceries.

The B.C. Sugar Refining Co., of Vancouver, B.C., are placing on the Western Canada market a new syrup known as "Rogers Pure Kane Golden Syrup" in 2, 5 and 10-lb. tins.

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Catalogues and Booklets

"Oysters and How to Cook Them," is the title of a little booklet being sent out by the Oyster Growers' and Dealers' Association of North America. This contains some splendid information on the oyster, its food value, propagation, culture, etc., and includes a host of recipes for preparing it. The booklet is nicely illustrated with marine and banquet hall scenes. It contains 24 pages.

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LIKED OUR FALL NUMBER.

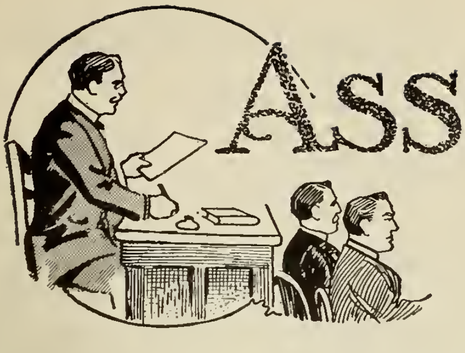
The MacLean Publishing Co., Ltd.,

Gentlemen,—We have your favor of the 6th, re (Canadian Grocer) being returned to you marked "Refused." We are at a loss to understand why this should have been sent back, as we certainly have no intention of letting our subscription drop, as we consider this one of our best friends in business.

The number just received, "Annual Fall Campaign Number" is worth the whole year's investment in the paper.

Thanking you for this advice, we are

Yours truly,
CLAXTON BROS. & CO.,
Grenfell, Sask., Oct. 17, 1913.



ASSOCIATION NEWS

Merchants of Mitchell, Ont., have formed an association as a branch of the R.M.A. The officers are as follows:—President, T. S. Ford; First Vice-President, J. B. Schneider; Second Vice-President, J. A. Macdonald; Secretary, W. R. Cole.

* * *

LONDON GROCERS' BANQUET, NOVEMBER 26.

At the regular monthly meeting of the Retail Grocers' Association of London, Ont., held in the Banquet Hall of the old Masonic Temple, with President Harry Ranahan in the chair, it was definitely decided to hold the annual banquet on Wednesday evening, November 26th, at the City Hotel. All arrangements for carrying out of same were left in the hands of the executive. Invitations will be sent to Toronto, Hamilton, and Brantford Associations to send representatives. London grocers have a reputation for leaders in this line, and they intend to live up to their reputation.

After the regular business was transacted, card tables were spread for a progressive euchre contest. The cigars were passed around, and the battle begun. After a hard fight, Geo. Ecclestone was declared the winner of the first prize, a handsome hand-painted plate, and Harry Hooper, the winner of the second prize, a box of cigars. During the evening ex-Secretary Cyril Hayes gave several readings, which were much enjoyed. Alfred Cave gave a monologue stunt, and songs were rendered by John Taylor, A. Baker, Fred Jones and E. J. Ryan. Thos. Ranahan presided at the piano in a capable manner. The happy gathering broke up in time to get the last street car home.

* * *

OPPOSE CO-OPERATIVE BILL.

At the regular meeting of the Toronto Retail Grocers' Association on Monday night, the Association went on record as being opposed to the introduction of a Co-operative Bill into the Federal Parliament at next session of the House of Commons. President Clark, who occupied the chair, asked what the members thought of this proposed legislation intended to grant special privileges to these co-operative concerns.

Neil Carmichael claimed that the Association should take some action in opposing it.

"How would it affect us?" was asked.

"Same as it is affecting the trade in the Old Country," was the President's reply. "Over there they open their own wholesale warehouses when they get strong enough, and then begin to manufacture themselves."

"The Association ought to be represented in the proper way," remarked Mr. Carmichael, "even if it does cost us a little money. It would eventually be money in our pockets." W. C. Miller thought there should be co-operation with associations in other lines in this regard.

David Bell—"Shouldn't this matter be looked after by the Ontario Association?"

It was pointed out that such would be the case, but it was thought advisable to pass a resolution backing up the Ontario R.G.A. in any move it sought advisable to make in preventing special legislation. The executive of the Ontario Association will hold a meeting soon, and on motion of Neil Carmichael and F. C. Thorne, a resolution embodying the above will be passed on to that executive.

W. C. Miller pointed out that under Sir William Meredith's recommendations re the Workmen's Compensation Bill retail merchants would not be included, at present at any rate.

The Association also went on record as opposed to the present methods of analyzing maple products as being unfair to the retailer. The general impression was that the retailer should be better protected, and that the manufacturer was the proper party for inspectors to visit. F. C. Thorne maintained it was partly the retailer's fault if he unintentionally sold compound goods as pure, because he should know what he is getting. J. C. Bond claimed the manufacturer should label the goods properly. If an article is a mixture it should be labelled such. Retailers did not commit an offence wilfully, and better protection was needed.

Discussion followed on the question of early closing and a weekly half holiday on Saturday throughout the year. President Clark favored the latter, pointing out that in Australia a law compelled all stores to close at noon on Saturday. He preferred Saturday afternoon to the middle of the week. "Who in the grocery business makes any money after six o'clock on Saturday night anyway?" asked Mr. Carmichael. Mr. Miller claimed that collections would drop off considerably if stores were closed Saturday afternoon. "And you get a chance to clean up on fruit," he added. J. C. Bond thought that early closing every night in the week, say at 7 o'clock, should be first secured before going after the weekly half holiday the year round.

J. C. Bond did not think such a low price should have been put on canned peas this year in view of the heavy holdover. It meant considerable loss of money to those who had held stocks. He favored conferences among retailers, wholesalers and canners when prices were being considered.

At the next meeting of the Association the nomination of officers will take place. A large attendance is requested.

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FINED $55 AND COSTS.

Manufacturer Had Wrong Label on Maple Syrup and It Was Adulterated.

Toronto, Ont., Nov. 13.—During the past week a local manufacturer of maple products was fined $55 and costs under the Adulteration Act. Three charges were laid against him, namely, "wilful adulteration of maple syrup;" second, "that he did knowingly attach to maple syrup a label which falsely described the article sold;" and third, "that he did sell by self or agent adulterated maple syrup under the meaning of the Act." The first charge was withdrawn, on the second he was fined $25 and costs and on the third $30 and costs.

Editorial Note.—The retail trade should exercise great care in the purchasing of maple syrup and sugar. Unless one deals with a manufacturer of known reputation, he should insist on getting the warranty if the goods are stated to be pure. He cannot afford to risk his reputation by neglecting to do this. Each dealer, too, should see that all his clerks are familiar with the goods. If they are compound the clerk should know it, as well as if they are pure, and every clerk should be advised to sell the goods as they are.

Advance in Seeded Raisins; Raw Sugars Higher

Canned Salmon, Best Brands of Sockeyes, Up 5 Cents Per Dozen, as Announced—Prunes Firmer in Ontario—Good Supplies New Crop Figs, Dates, Prunes and Nuts—Christmas Buying Week by Week in Ontario.

MARKETS IN BRIEF

QUEBEC MARKETS.

PRODUCE AND PROVISIONS—

- Cooked meats decline 1c, boiled and roasted hams and shoulders.
- Pure lard advances ½c.
- Butter goes up 1c.
- Fresh laid eggs up 5c; selects 2c, and No. 1's, 2c.
- Ducks 2c higher.

FISH AND OYSTERS—

- Decline of 10c in oysters.
- Few fresh fish except haddock and cod on market.
- Greater supply of Pacific Coast, particularly halibut.

FRUIT AND VEGETABLES—

- Province depending on Ontario for apple supply.
- Valencia oranges done.
- Potatoes may advance.
- Emperor grapes replace Tokays.

FLOUR AND CEREALS—

- Disappointing business in flour, still holding off for lower prices.
- Drop in cornmeal of 20c.
- All mill feeds reduced $1 per ton.

GENERAL GROCERIES—

- Best grades salmon advanced 5c per dozen.
- Prunes decline with larger supply.
- Peaches, pears and apricots advance.
- Muscatel and seeded raisins up ½ to 1 cent.
- Drop in mill feed quotations of $1 per ton.

ONTARIO MARKETS.

PRODUCE AND PROVISIONS—

- Some dealers look for slump in turkeys.
- Eggs advance from 1 to 3c, fresh laid going up to 45c, and No. 2's and splits to 28c.
- Cheese is ¼c higher.
- One dealer advanced lard ¼c.
- Medium and large hams ½c easier.

FISH AND OYSTERS—

- Lake herring scarce owing to shipments to States.
- Brisk demand for cohoe salmon.
- Dealers shifting to frozen fish.

FRUIT AND VEGETABLES—

- New Messina lemons arrive.
- Valencia oranges over; navels in next week. Drop in Floridas.
- Bananas weak, declining 25c.
- Potatoes likely to advance 5 to 10c next week.

FLOUR AND CEREALS—

- Millers think wheat and flour have reached lowest point.
- Buckwheat flour very scarce and high.
- Drop in mill feed quotations of $1 per ton.

GENERAL GROCERIES—

- Advance of 5c per dozen in highest grade of canned salmon came into effect this week.
- Advances in seeded raisins.
- Prunes slightly higher on smaller sizes.
- Good supplies of new dates, figs, prunes and nuts.

QUEBEC MARKETS.

Montreal, Nov. 20.—Although for past couple of months we have been listening to reports from some quarters to effect that business was slow, it was interesting to learn to-day from one of wholesale houses that their turnover for October, 1913, exceeded corresponding month last year by quite a large margin and that from present indications November, 1913, was sure to show substantial increase over November, 1912.

Business is good, with every line in demand, holiday rush now being felt. Although weather has been exceedingly mild for this season of year, it does not seem to affect orders which are due about this time. Dried fruits are very prominent, demand being so great that, coupled with a smaller crop, it has boosted prices over last year's quotations. Associated Raisin Co. announced further advance of ¼ cent on all grades of raisins. Outside packers raised their prices proportionately, but are still underselling Associated by ½ cent per pound, according to report. It is also reported that a big packer has been buying up prunes from his competitors, and has secured some 1,500 tons within the past ten days. Demand for citron and peel is not yet satisfied, while movement in new crop dates is very free. Figs are steady and in good demand.

SUGAR.—Owing to approaching holiday season demand locally is very active, and number of orders received this last week are far in excess of previous weeks. Prices remain unchanged, and it seems unlikely they will fluctuate for some time.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	4 40
20-lb. bags	4 50
2 and 5-lb. cartons	4 70
Second grade, in 100-lb. bags	4 25
Extra Ground Sugars—	
Barrels	4 80
50-lb. boxes	5 10
20-lb. boxes	5 20
Powdered Sugars—	
Barrels	4 80
50-lb. boxes	5 00
25-lb. boxes	5 00
Paris Lumps—	
100-lb. boxes	5 15
50-lb. boxes	5 35
25-lb. boxes	5 45
Crystal Diamonds—	
Barrels	5 20
100-lb. boxes	5 35
50-lb. boxes	5 45
5-lb. cartons	6 30
Crystal Dominoes, cartons	7 10
Yellow Sugars—	
No. 3	4 45
No. 2	4 45
No. 1	4 05

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

MOLASSES AND SYRUPS.—Demand is very quiet and prices remain unchanged.

Barbados Molasses—	Prices for Island of Montreal. Extra Fancy.	Fancy.	Choice
Puncheons	.44	.41	.39
Barrels	.47	.44	.42
Half Barrels	.49	.46	.44

For outside territories prices range about 2 cents lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.		0 04
Pails, 38½ lbs., $1.85; 25 lbs.		1 35
Cases, 2 lb. tins, 2 doz. in case		2 50
Cases, 5 lb. tins, 1 doz. in case		2 85
Cases, 10 lb. tins, ½ doz. in case		2 75
Cases, 20 lb. tins, ¼ doz. in case		2 70
Maple Syrups—		
Pure, per 8½ lb. tin		0.75
Pure, in 15 gal. kegs, 8c. per lb., or per gal		1.00
Maple Sugar, pure, per lb.	0 10	0 11

DRIED FRUITS.—Demand has been exceedingly brisk. Quotations generally this year are in advance of last year's owing to crop being smaller. Prices in most instances show advance over last week's, evaporated apples being 1 cent up; peaches 1c, pears ½c, and raisins 1c to 1½c. Prunes are down 1c to 1½c.

EVAPORATED FRUITS.		Per lb.
Apples, 50-lb. boxes	....	0 09
Nectarines, choice	....	0 11
Peaches, choice	....	0 10½
Pears, choice	....	0 13
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 16
Lemon	....	0 10
Orange	....	0 11
Currants—		
Amalias, loose	....	0 07
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg.	....	0 07¼
Fards, choicest	....	0 11
Hallowee, loose	....	0 06
Hallowee, 1-lb. pkgs.	....	0 07¼
Figs—		
Finest, 6 crown, about 12 pounds....	....	0 13
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 11½	0 13
50 to 60, in 25-lb. boxes, faced	0 10½	0 11½
60 to 70, in 25-lb. boxes, faced	0 09	0 10½
70 to 80, in 25-lb. boxes, faced	....	0 09½
80 to 90, in 25-lb. boxes, faced	....	0 09
95 to 100, in 25-lb. boxes, faced	0 08	0 08½
Raisins—		
Malaga table box of 22 lbs., according to quality	2 75	6 00
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	....	0 09
Sultana, 1 lb. pkgs.	0 09½	0 13
Valencia, new	0 06¼	0 07½
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

RICE AND TAPIOCA.—Just a quiet, everyday demand has been in evidence this week, with prices remaining unchanged.

Rangoon Rice—		Per cwt.
"B." bags 50, 100 and 250 lbs.		3 30
"B." pockets, 25 lbs.		3 40
"B." pockets 12½ lbs.		3 50
"C.C.," bags 50, 100 and 250 lbs.		3 20
"C.C.," pockets 25 lbs.		3 30
"C.C.," pockets 12½ lbs.		3 40
India bright		3 45
Lustre		3 55
Fancy Rices—		Per cwt.
Polished Patna		4 40
Pearl Patna		4 60
Imperial Glace		4 90
Sparkle		5 10
Snow, Japan		5 30
Ice drips, Japan		5 45
Crystal, Japan		5 10
Carolina head		7 10
Imported Patna—	Per	lb.
Bags, 224 lbs.	0 05½	0 05¾
Half bags, 112 lbs.	0 05¼	0 05½
Quarter bags, 56 lbs.	0 05¾	0 06¾
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05

TEAS.—Market is brisk at moment for all grades, but dealers throughout claim that jobbers are talking shortage all round. As reported in previous issue, Japans and other lines are scarcer than ever before at this time of year, and as last shipments have arrived, no relief is looked for at moment. What effect this will have on market as far as price goes is question; suffice it to say, that at any rate it will harden things up all round. Prices unchanged.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 75	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Spanish No. 1	....	0 12¼
Virginia No. 1	....	0 13¼
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey, gunpowder, pinhead	0 30	0 50

NUTS.—Filberts are 12-12½c and shelled walnuts 32-35c. Business is very good, and rush is expected to keep up to end of next month.

ONTARIO MARKETS.

Toronto, Nov. 20.—Inquiries of wholesalers this week find almost invariable reply that business is good but advance Christmas orders are not as large as year ago. This is only to be expected and is simply carrying out conservative policy that prudence dictated to retailers months ago. They are buying according to immediate needs. They want to know just about how much they are likely to sell before they order, and will not risk stocking up heavily on any one line. Wholesalers fully recognize changed conditions and are quite ready to assume that much of business done last November will be stretched over this year well into December, and are not worrying at present nor for future. Dried fruits and nuts are showing steady demand and wholesalers with good supplies of new goods in each are well prepared for all business that will offer. Allowance is also being made for fact that weather so far in November has been milder than usual and ordinary cold snap has been missing to firm up orders.

SUGAR.—Raws in New York have reached $3.70 per cwt., highest since decline took place weeks ago. Refiners there are not inclined to advance but may be compelled to do so, as present quotation, $4.30, less 2, is only 50 points above raws, and 75 to 80 is considered proper margin for fair profit. Locally, demand is good especially for yellow sugars, owing to increased confectionery business for Christmas trade. Brokers are not looking for any change in prices for several weeks at least.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 50
20 lb. bags	4 60
2 and 5 lb. cartons	4 80
Beaver granulated, in 100 lb. bags	4 35
Extra Ground Sugars—	
Barrels	4 35
50 lb. boxes	5 10
25 lb. boxes	5 30
Powdered Sugars—	
Barrels	4 70
50 lb. boxes	4 90
25 lb. boxes	5 10
Paris Lumps—	
100 lb. boxes	5 25
50 lb. boxes	5 35
25 lb. boxes	5 55
Crystal Diamonds—	
Barrels	5 30
100 lb. boxes	5 25
50 lb. boxes	5 35
5 lb. cartons	7 40
Crystal Dominoes, cartons	7 50
Yellow Sugars—	
No. 3	4 45
No. 2	4 35
No. 1	4 05

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

DRIED FRUITS.—At last wholesalers are in possession of good supplies of new season fruits, dates, figs and prunes. Weakness in U.S. market up to week ago has never been reflected here, partly because shipments of new prunes were slow in arriving, and partly because reports of scarcity in Californias were fully credited. Firmness past few days in New York seems to have justified stand taken in Canada. Oregon is still depended on for 30—40's. Other large sizes, 40—50's and 50—60's, are shade lower this week, but smaller lines are ½ cent to 1 cent up, as they were lower proportionately before than larger sizes.

Figs are considerably firmer this week for good quality. This is due to some extent to scarcity, for many shipments were found to have been injured by briny water followed by warm weather in ocean transit and many lots were practically worthless.

One of developments of week has been sharp advance in seeded raisins of ⅛ to ¾ cents locally. This followed announcement this week by Associated Raisin Co., of California, of advance on Dec. 1 of seeded and loose muscatels of ⅛ to ¼. Seedless were not included. Valencia do not exhibit same tendency although finest stock commands ½ cent more than last week.

These advances in California Company's lists seem to take ground from under feet of many United States brokers and wholesalers who have been holding off, as protest against high prices of Association and in belief that they will be forced down yet.

"It does not seem reasonable," remarked a Toronto broker to Canadian Grocer, "that the Association would continue to advance prices and guarantee against drop unless they controlled situation and were strong enough to hold prices up. So far as I can learn, Canadian wholesalers have been taking their stocks steadily accepting 'high' situation as they found it."

New apricots are rather lower than old stock locally in spite of bullish reports.

Despatch from San Francisco says that in spite of dull demand in nearly all sections California Raisin Association has given notice of another advance of ¼c for fancy seeded on December 1, new price being 7½ cents. Independents have been selling right along at 6¾.

Advices from California state that apricots are getting closely cleaned up. Peaches are expected to be firmer by spring. Prune market down there is slowly recovering from recent weakness. Another packing house fire last week brought fire losses to 1,200 to 1,400 tons so far this year, a very considerable item in proportion to small holdings. Some operators are offering raisins at ½c below Association's figures in attempt to force listless situation.

Apples, evaporated, new, per lb.	0 09	0 09½
Apples, evaporated, old, per lb.	....	0 08
Apricots—		
Standard, 25 lb. boxes	0 15½	0 16½
Choice, 25-lb. boxes	0 18	0 18½
Fancy	0 22	0 24
Candied Peels—		
Lemon	....	0 11
Orange	....	0 12
Citron	....	0 16
Currants—		
Filiatras, per lb.	....	0 06½
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	0 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ¼ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 08	0 08½
Package dates, per pkg.	0 07	0 07½
Hallowees	....	0 06½
Figs—		
3 crown layers	0 10	0 11
4 crown layers	0 10½	0 11½
5 crown layers	0 11½	0 12½
6 crown layers	0 12½	0 13½
7 crown layers	0 14	0 15
Fine pulled	....	0 14
Natural figs, in bags, lb.	0 05	0 07
Comadre figs, in taps, per lb.	....	0 04¾
Prunes—		
30-40s, Oregons, new crop, 25 lb. boxes	....	0 15
40-50s, 25 lb. boxes	....	0 12½
50-60s, 25 lb. boxes	....	0 11
60-70s, 50 lb. boxes	....	0 10
70-80s, 50 lb. boxes	....	0 09½
80-90s, 50 lb. boxes	....	0 09
90-100s, 50 lb. boxes	....	0 08½
25 lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	....	0 08¼
Choice, 50-lb. boxes	....	0 09
Choice, 50-lb. boxes	....	0 08½
25 lb. boxes ¼c more.		
Raisins—		
Sultana, choice	0 10	0 12
Sultana, fancy	0 12	0 14
Valencia, new stock	0 06¾	0 08½
Seeded, fancy, 1 lb. packets	....	0 10
Seeded, choice, 1 lb. packets	....	0 09½
Seeded, choice, 12 oz.	....	0 08
Seedless, 16 oz. packets	0 09¾	0 10
Seedless, 12 oz. packets	0 07¾	0 08

NUTS.—New stocks are coming in freely of Sicily filberts, Grenoble walnuts, Tarragona almonds, Brazils, pecans and peanuts. Prices rule higher than on old stock, except peanuts, which are 2 cents lower for green and 3½ for roasted. Old stock nuts are nearly all sold out, and market is ready to take new stock. New shelled pecans are selling around 50 cents, which is lower than previous prevailing price.

Reports from California indicate that new nut crop is practically sold. Only ones left in walnuts are "Ruby" brand, nuts showing heat damage, with stained shells, etc. These are being marketed at varying prices. Walnut Association has set 12 cents as minimum price.

Advices from France indicate Grenoble, Marbot and Cornes walnuts are exhausted.

In shell—		Per lb.
Almonds, Formigetta	0 15	0 16
Almonds, Tarragona, new	0 16	0 17
Brazils	0 21	0 22
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 13	0 14
Peanuts, green, per lb.	0 08	0 10½

Peanuts, roasted	0 09	0 11½
Pecans	0 15	0 16
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Grenoble, new	0 15	0 16
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	**0 40**	**0 41**
Filberts	....	**0 27**
Peanuts	**0 09**	**0 10**
Pecans	....	0 50
Walnuts	**0 32**	**0 35**

COFFEE.—After decline in Brazils last week, owing to several failures as result of money stringency, forcing stocks on market, prices are barely steady this week, and there has been only slight recovery from decline. General feeling, however, is that drop is temporary only. Milds are very high and scarce. Locally prices continue without change.

Coffee, Roasted—		
Bogotas	0 27	0 28
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 18	0 20
Santos	0 22	0 23
Chicory, per lb.	0 10	0 12

TEAS.—As stated last week, prices are remarkably high all over. London letter states that "continued strength has characterized this week's auctions, notwithstanding offerings have been on a larger scale. Price of common is now 7¾d.-8d. per lb., against 5¾d. one year ago." Ceylon was "firm to occasionally dearer." Exports from Ceylon to England for October were 2¾ millions below last October, and to year for date 3¾ millions less.

MOLASSES AND SYRUPS.—Supply of molasses is improved by arrival of steamer at Montreal. Demand for this and syrup is still quiet, and prices show no change.

	Per case.	
Syrups—		
2 lb. tins, 2 doz. in case	....	2 50
5 lb. tins, 1 doz. in case	....	2 85
10 lb. tins, ½ doz. in case	....	2 75
20 lb. tins, ¼ doz. in case	....	2 70
Barrels, per lb.	....	0 03½
Half barrels, lb.	....	0 03¾
Quarter barrels, lb.	....	0 04
Pails, 38½ lbs. each	....	1 85
Pails, 25 lbs. each	....	1 35
Molasses, per gallon—		
New Orleans, barrels	0 27	0 29
New Orleans, half barrels	0 29	0 31
West Indies, barrels	....	0 28
West Indies, half barrels	....	0 30
Barbados, fancy, barrels	0 45	0 47
Barbados, fancy, half barrels	0 49	0 50
Maple Syrup—Compound—		
Gallons, 6 to case	....	4 80
½ gals., 12 to case	....	5 40
¼ gals., 24 to case	4 80	5 40
Pints, 24 to case	2 70	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	....	1 25
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	....	7 25
Quarts, 24 to case	7 25	8 40
Pints, 24 to case	....	4 70
Maple Sugar—		
Pure, per lb.	0 14	0 15
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	....	3 00
Maple butter, lb. tins, dozen	....	1 90

DRIED VEGETABLES.—Canadian white beans are firmer, as crop is not panning out as well as expected, and prices have advanced. Buyer states that at this point Austrians are likely to come in and keep Canadians from advancing further. There are no primes yet on market. Lima beans are coming in, but are high, mostly 8 cents per lb.

	Per bushel.	
Beans—		
Canadian, extra H. P.	....	2 25
Yellow eyes	....	3 25
Brown	....	2 75
Lima	0 07½	0 08
Peas, Canadian, per .....bus.	....	2 50
Peas, green, imported, bus.	....	2 50

RICE AND TAPIOCA.—Prices show no change this week, but demand is slowly improving.

Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	....	0 05½
Patna, per lb.	0 05½	0 06½
Japan, per lb.	0 05½	0 08
Java, per lb.	0 06½	0 07
Carolina, per lb.	0 08	0 10
Sago—		
Brown, per lb.	0 04½	0 06
White, per lb.	....	0 05½
Tapioca—		
Bullet, double goat	....	0 09½
Medium pearl	....	0 05
Seed pearl	....	0 05½
Flake	....	0 09½

SPICES.—Market continues rather sluggish, and no changes in prices are announced.

	5 and 10 lb. Tins.	¼ lb. pkgs., doz.	¼lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	23—28	72—0 90	90—1 15
Cloves	30—35	1 08—0 95	..—1 08
Cream tartar	30—33	....	....
Curry powder	..—35	....	....
Ginger	22—27	65—0 85	75—0 95
Mace	75—1 00	....	..—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	18—20	67—0 75	80—0 90
Peppers, white	28—29	95—1 10	1 10—1 20
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	75—0 00	75—0 00
Turmeric	16—18	....	....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Cardamom seed, per lb., in bulk	1 80	2 25
Carraway, per lb.	....	0 12
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 10	0 12
Celery seed, per lb., in bulk	0 30	0 35
Shredded cocoanut, in pails	0 18	0 20

CANNED GOODS.

Toronto, Nov. 20.—Advance in best grades of canned sockeye salmon went into effect this week, 5 cents per dozen on talls and 1 and ½ lb. flats as shown in table below. This is not likely to have much effect as most of buying would appear to have been done already, especially as last couple of weeks saw certain stimulus to tardy ones from foreknowledge of advance.

Feeling as expressed in Canadian Grocer last week that several advances will take place in next couple of months in some fruits, if not in corn, seems to be held by brokers generally. Drop in tomatoes has increased buying somewhat, but most agree that grocers are sending in orders as they need goods, instead of stocking up, and advance orders last May did not equal one-half of previous May's. However, sales are very heavy and "cheapness of fresh fruit" in summer and fall does not seem to have lessened buying of canned goods much. As a matter of fact two lines, raspberries and strawberries, in which most preserving is usually done, were very high this year, and canners' prices in many cases seem lower than private preserving could be done for. Thus demand promises to be good in all lines except, perhaps, peaches.

Salmon—		
Fraser River Sockeyes—		
1 lb. tails, dozen	1 95	2 00
1 lb. flats, dozen	2 07½	2 12½
½ lb. flats, dozen	1 27½	1 32½
Northern River Sockeyes, dozen	....	1 90
Red Springs, dozen	....	1 90
Cohoes, dozen	....	1 45
Pinks, dozen	....	1 00

MANITOBA MARKETS.

POINTERS:—

Almonds, Walnuts, Peanuts and Brazils—Advance.

Sultana Raisins—Reduced.

Apricots—Advance.

Prunes—Still advancing.

Winnipeg, Nov. 19.—Exceptionally mild weather is no doubt favorable to the grocery business, and trade generally seems to be on a healthy basis. The attention of the trade is turning to stocking up for the holiday season, and prospects for Christmas trade seem to be good.

Collections are showing marked improvement this month, and will be much ahead of October The crop continues to move with unprecedented rapidity, and wheat prices are steadily if slowly improving.

SUGARS.—Although no change in sugar prices is yet announced, a rise would not be unexpected here. The market for raws is firm. At the same time railroad troubles in the East are holding back supplies from manufacturers.

	Per cwt. in bbls.
Sugar, Eastern—	
Extra standard granulated	4 95
Extra ground or icing	5 55
Powdered	5 35
Lumps, hard	5 85
Montreal yellow	4 55
Sugar, B.C.—	
Extra standard granulated	4 95
Yellow sugar, No. 1	4 55
Yellow sugar, No. 2	4 40
Yellow sugar, No. 3	4 30
Bar sugar	5 10
Icing sugar	5 30
Powdered sugar	5 10
H. P. lumps	5 80

Sugar packed in 100 lb. sacks 5c per 100 lbs. less.

DRIED FRUITS.—The situation in dried fruits is generally strong, and further advances in prunes and apricots are announced. California Sultanas are dearer, Smyrnas cheaper, bringing both to a level. Trade in all lines is becoming more active.

	Per lb.	
Apricots—		
Extra choice	....	0 18½
Choice	....	0 18
Standard	....	0 17
Slab	....	0 15
Currants—		
Dry clean	....	0 07½
Washed	....	0 07¾
1 lb. package	....	0 08¾
2 lb. package	....	0 17¾
Figs, Cooking—		
Choice, boxes	....	0 06¼
Half boxes	....	0 06½
Half bags	....	0 05¼
Nectarines	....	0 11
Prunes, in 25-lb. boxes—		
90 to 100	....	0 08
80 to 90	....	0 08½
70 to 80	....	0 09
60 to 70	....	0 09½
50 to 60	....	0 10
40 to 50	....	0 12
Raisins, Valencias—		
Fancy, off stalk, 28s, per box	....	2 20
4 crown layers, 28s, box	....	2 40
4 crown layers, 14s, box	....	1 25
4 crown layers, 7s, box	....	0 65
Raisins, Sultanas—		
California	....	0 12
Smyrnas	0 10	0 12
Raisins, Muscatels—		
3 crown, loose, 50s	....	0 07¾
3 crown, loose, 25s	....	0 08¼
Choice seeded, package	....	0 09
Extra fancy seeded, package	....	0 10

BEANS.—The new Ontario crop is now on the market, and is reported to be of excellent quality.

Beans—		
Austrian, hand picked	....	2 65
3 lb. picker	....	2 00
Peas—		
Split peas, sack, 98 lbs.	....	3 85
Whole peas, bushel	2 75	2 65
Barley—		
Pot, per sack 98 lbs.	....	3 45
Pearl, per sack 98 lbs.	....	4 75

NEW BRUNSWICK MARKETS.

By Wire.

St. John, Nov. 20.—Christmas market is opening bright, with larger business than for years. Dealers are well satisfied. Stocks of peels, raisins, etc., came earlier than usual, and in time for river shipment. This helped business. Quotings on these stocks are slightly higher now than on opening. Sugar may be higher. New York advance may be followed locally. Eggs are scarce, and as high as 45 cents is being asked, but 35 cents is the average. Butter is also firm, and poultry more plentiful and slightly lower.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	0 16	0 16½
Beef, barrel	23 75	25 00
Pork, American clear, per bbl.	26 00	27 50
Pork, domestic, mess, per bbl.	....	30 00
Butter, dairy, per lb.	0 26	0 28
Butter, creamery, per lb.	0 29	0 31
Cheese, new, per lb.	0 15	0 15¼
Eggs, in case, 30c; hennery	0 35	[illegible]
Lard, compound, per lb.	0 11¼	0 11½
Lard, pure, per lb.	0 15½	0 16
Flour and Cereals—		
Buckwheat, W., grey, per bag	2 75	2 85
Cornmeal, gran.	....	5 50
Cornmeal, ordinary, bags	....	1 75
Flour, Manitoba, per bbl.	....	6 25
Flour, Ontario, per bbl.	....	5 25
Rolled oats, per bbl.	....	5 40
Oatmeal, standard, per bbl.	....	5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Potatoes, barrel	1 40	1 50
Sugar—		
Standard granulated	....	4 60
United Empire	....	4 50
Bright yellow	....	4 30
No. 1 yellow	....	4 10
Paris lumps	....	5 75
Molasses, Barbados, fancy	0 35	0 38
Currants, 1s, per lb.	0 08	0 08½
Raisins, California, seeded	0 09¾	0 10¼
Rice, per cwt.	3 60	3 70
Beans—	Per bushel.	
Canadian white	2 35	2 40
Yellow eye	3 25	3 40
Canned Salmon—	Per 4 doz. case	
Pinks	4 25	4 75
Cohoes	7 40	7 60
Red spring	8 25	9 25

SASKATCHEWAN MARKETS.

By Wire.

Regina, Nov. 20.—Christmas business is opening brisk. An advance has taken place in lard of 20 cents case and in eggs of 2 cents a dozen, and a further advance is expected. Collections are good.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 21	0 22
Butter, creamery, per lb.	0 30	0 32
Cheese, per lb.	0 16	0 16¼
Eggs, per dozen	....	0 33
Lard, 3's, per case	....	8 55
Lard, 5's, per case	....	8 45
Lard, 10's, per case	....	8 35
Lard, 20's, each	....	2 70
Flour and Cereals—		
Cornmeal, 24s, 67¾c; 29s, $1.20-$1.25; 10-10s, $2.55-$2.75; 49s, $1.35; 98s	....	2 44
Flour, 24s, $2.85-$3; 49s, $2.80-$2.95; 98s	2 75	2 90
Rolled oats, 10-8s, $2.35-$2.36; 20s, 55-56c; 40s, 99c-$1.00; 80s	2 05	2 10
Dried Fruits—		
Apricots, choice	....	0 19
Coffee, whole, roasted, Rio	....	0 19
Currants, gulf cleaned	....	0 08¼
Figs, natural 6's	0 05	0 08
Evaporated apples, per lb.	....	0 09½
Dried peaches, 25s	....	0 09
Dried peaches, choice, 25s	....	0 09½
Raisins, muscatels, 50s	....	0 08¼
Raisins, muscatels, 25s	....	0 08½
Raisins, Valencias, select, 28s	....	2 65
Raisins, seeded, choice	0 07½	0 09¼
Nuts—		
Almonds, whole	....	0 17¼
Brazil	0 18	0 21
Filberts	....	0 14½
Walnuts	....	0 15½
General—		
Potatoes, per bushel	....	0 50
Prunes, 70-80, 25s	....	0 08¾
Beans, Ontario, per bushel	2 00	2 10
Beans, Hungarian, per bushel	2 45	2 65
Rice, per cwt.	4 35	4 40
Sugar, standard, gran., per cwt.	....	5 27
Sugar, yellow, per cwt.	....	4 87
Canned Goods—		
Apples, gals., case, $1.91; doz.	....	3 86
Corn, standard, per 2 dozen	....	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	....	2 91
Strawberries and raspberries	....	4 20
Tomatoes, standard, per dozen	....	2 65
Salmon, Sockeye, 4 doz. case, 1s	....	7 60
Sockeye, ½s	....	9 80
Red springs, 1s	....	6 70
Cohoes, 1's, $5.50; hump back 1's	....	3 60
Starch—		
Laundry, 1s	....	0 08½
Corn, 1s	0 07	0 08¾
Poultry—		
Turkeys, lb.	....	0 26
Geese, lb.	....	0 21½
Chickens, lb.	0 25	0 26
Fowl, lb.	....	0 19

NOVA SCOTIA MARKETS.

By Wire.

Halifax, Nov. 20.—Wholesale grocery business is reported in excellent condition. Chief interest now centres in potato market. Some Prince Edward Island potatoes are received here not in very good condition, and many local dealers are importing heavily from New Brunswick. They are quoted at 50 cents per bushel. Butter receipts are only fair, and price is likely to go higher. Choice creamery quoted at 30 cents. Eggs are soaring; case stock is 32 cents, while guaranteed choice fresh eggs have sold as high as 60 cents (retail) this week. Hams and bacon are a little easier. The apple market is not in very favorable position.

Apples—		
Gravensteins, No. 1, bbl.	....	5 00
Gravensteins, No. 2, bbl.	3 00	3 50
Beans, h.p., bush.	....	2 40
Cheese, per lb,	....	0 16
Eggs, new laid, per dozen	....	0 32
Molasses, fancy Barbadoes, gal.	....	0 37
Onions, Can., per bag	....	1 85
Potatoes, bushel	....	0 65
Raisins, new Valencia, per lb.	....	0 07½
Sugar—		
Standard gran., cwt.	....	4 60
Bright yellow, cwt.	....	4 40

* * *

THE GOLD AT THE END OF THE RAINBOW.

(Continued from page 23.)

Hence, the outstanding accounts are probably not collected oftener than once every three to six months, on the average; whereas mine are turned practically every thirty days.

It is not probable that this concern turns its stock oftener than five or six times annually, even though its trade runs so largely to staple foods and feedstuffs. Hence, they probably carry $35,000 to $40,000 of goods. Certainly, they could hardly carry more than that and be said to be on a wholesome footing. If, then, this is correct, they owe the bank for more than 50 per cent. of their merchandise—and that seems not healthy to me.

Now, on the other hand, we must bear in mind conditions in the newer part of the country. Only to-day I saw the ad. of a Western bank bidding 6 per cent. interest on savings and soliciting savings accounts from everywhere. The ad. appeared in a magazine of good repute, one which, I think, investigates such ads. carefully; and the ad. explained that it was able and anxious to pay 6 per cent. on savings accounts because it got from 8 per cent. to 12 per cent.—"legal interest," as it expressed it—for local loans. So long terms, long prices and big interest are likely to rule in ———, and the standards to which older sections are accustomed will not rule there. Thus it is only fair to remember that this concern need not necessarily be unsound simply because it does not conform to our preconceived idea of the correct ratio between assets and liabilities.

A Trip in Disguise.

So now what shall I advise my friend to do? From his own statement he is along in years and cannot afford to make a bad blunder. "It is hard to teach an old dog new tricks." Thus my friend must go slow. He must investigate carefully—yea; with fear and trembling—before he puts his accumulations into this new venture. And how shall he investigate? Why, so simple one wonders why he has not gone about it.

He must go out incognito and see for himself!

Funny, when you come to think of it. This man probably feels that he "cannot afford the time and he cannot leave his present business" to go 'way out there to see how things look. Yet he will calmly contemplate placing reliance on the judgment of a comparative stranger, and on that judgment he will depend to jeopardize the savings of a lifetime of hard work! How could he in any way, by any ordinary carelessness, through any absence, however extended, run the risk of injuring his present business in anything like the degree that he might readily injure his entire fortune and future through failing to get on the ground and look over his prospect with his own eyes. If he finds it good, he can go ahead. If he finds it bad, will he ever regret having taken the time and the money needful for the investigation? Remember, my friend, you have a lot to lose, and it is not inconceivable that you could end up in a position compared to which the lot of the man with only $10,000 drawing 6 per cent. simple interest would seem enviable, little as $600 annual income may appeal to you to-day.

Can Be Afforded in Any Case.

So there you have all that I feel that I can say to you. I hope it may prove of value—at least worth the reading. Let me urge you in closing to do nothing whatever until you have taken the time and the money to go out, see, look over all the ground, listen to all local reports, and thoroughly satisfy yourself that the proposition is as good as it is represented to be. It may be. I am not saying it is not. But if it is, then the time spent in investigation can be afforded; and if it is not you surely cannot afford not to go.

FLOUR and CEREALS

Flour Men Hope Lowest Point Has Been Reached

Wheat Has Advanced Several Cents from Minimum — Lake Freight Rates Up One Cent a Bushel — Drop in Cornmeal in Montreal—Mill Feeds Show Decline of $1 Per Ton, but May Go Up Again Soon.

Wheat continues to improve its position. Although decline of ½ to ¾ cents took place on Tuesday owing to reports from Argentina that drought in some districts had been broken, general position is some 6 cents above lowest point reached this year, and millers are feeling more confident that they will not be forced to reduce earlier quotations, but that actual transactions soon will come up to listed prices.

Reports from Montreal state that owing to advance of 1 cent per bushel in lake freight only a few of bids from foreign buyers could be accepted and hence business has been quiet. Considerable business is being done there in oats for export to U.S.

Some interesting information is available on Ontario crops as compiled from 2,000 returns sent into Department of Agriculture. Fall wheat has been “most satisfactory crop both as to yield and quality.” New fall wheat has increased acreage over this year and promises well. Oats are best in weight and general quality for years, and yield is average. Buckwheat suffered from frost to greater degree than any other crop and drought of summer also injured it.It is not up to average either in yield or quality. Some beans suffered from frost but generally speaking yield is fair.

MONTREAL.

FLOUR.—Amount of business now passing is very disappointing for this season of year most of orders being from hand to mouth nature. Buyers seem still to be holding back entertaining idea that present prices will take drop in near future owing to this year's heavy crop. Report was also circulated earlier this year to effect that the crop in Argentine would be enormous but owing to weather conditions this has not nearly come up to expectations. Flour looks to be about as cheap as it will be for some time. Increase is likely to occur at close of navigation as rail rates are higher.

Locally, business is not as brisk as it should be for this time of year. This, however, is accounted for in various ways. Quantity of grain grown throughout Quebec was heavy this season with result that small mills in country are being kept busy, and supplies from larger ones are not being required. Weather, too, has been very mild and supplies have not yet been taken into woods to winter camps. These facts have had tendency to make business a little more quiet than usual but all that is required is cold snap and great difference will be noted.

Manitoba Wheat Flour—		Small lots, in bags. per bbl.
First patents		5 40
Second patents		4 90
Strong bakers'		4 70
Flour in cotton sacks, 10 cents per barrel more.		
Winter Wheat Flour—		
Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	4 60	5 00
90 per cent.	4 30	4 50
Straight roller	4 10	4 30
Blended flour	4 60	4 80

CEREALS.—Demand for rolled oats has improved some on account of colder weather prevailing which generally tends to increase consumption; consequently market has been more active with steadier undertone. Cornmeal is quoted as follows: “Kiln” dried $2.40 and “feed” $2.05 for 98 lb. sacks. This is reduction of 20 cents from last week. All other prices remain unchanged.

Cornmeal—		Per 98-lb. sack
Kiln dried		2 40
Softer grades		2 05
Rolled Oats—		90s, in jute.
Small lots		2 22½
25 bags or more		2 12½
Rolled oats in cotton sacks, 6 cents more.		
Oatmeal—Fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.		
Rolled wheat—		100-lb. bbls.
Small lots		2 85
Hominy, per 98-lb. sack	2 40	2 75

MILL FEEDS.—There is still quite a demand from across border for bran and shorts and sales of a few round lots were made for December and January shipments. Supplies are very plentiful but millers consider most bids too low. Prices have fallen off over last week one dollar.

Mill Feeds—	Car lots, per ton
Bran	21 00
Shorts	23 00
Middlings	26 00
Wheat moulee	27 00
Feed flour	34 00

TORONTO.

FLOUR.—It is practically impossible to keep track of millers' quotations for carload lots to large bakers as cutting on listed prices has been carried on regardless apparently of any set rule. However, there is no evidence of this being extended to small lots of flour and there prices remain where they have been for weeks. Buying locally continues very quiet for same reason recorded before, while brokers declare cable offers are several cents too low to render business profitable. Millers are hoping now that wheat seems to be receding from low level that list prices can be maintained and business increase without necessity of changing them.

	Small lots, per bbl.	Car lots, per bbl.
Manitoba Wheat Flour—		
First patent	5 30	5 00
Second patent	4 70	4 50
Strong bakers'	4 50	4 30
Flour in cotton sacks, 10c per bbl. more.		
	Small lots, per bbl.	Car lots, per bbl.
Winter Wheat Flour—		
Fancy patents	4 70—4 90	4 40
90 per cent.	4 50	4 00
Straight roller	4 40	3 90
Blended flour	4 80	4 35

CEREALS.—Cornmeal continues at same price as supply fluctuates. Where last week arrival of three carloads was reported, serious delays have occurred this week. In face of such uncertainty dealers say they cannot drop prices. Brisk demand for rolled oats keeps these prices up.

Buckwheat flour is very difficult to obtain. As reported above, crop was very poor, in quality and quantity. Buckwheat grits is even harder to secure and is retailing at $4 per bag.

Lentils, which are something like split peas but thinner, and in demand from many stores for high class trade for soups, are very dear, Egyptian selling at 6 and 7 cents per lb. Only a few consignments have arrived. Split peas and barley are in better demand for soup.

Rolled oats, 90 lb. bags	2 25
Standard oatmeal, 98 lb. bags	2 47
Granulated oatmeal, 98 lb. bags	2 47
Yellow cornmeal, 98 lb. bags	2 35
Rolled wheat, 100 lb. bags	2 85
Wheatlets, 98 lb.s	2 95
Split peas, 98 lbs.	3 40
Whole wheat flour, 98 lbs.	2 55
Graham flour, 98 lbs.	2 55
Rye flour, 98 lbs.	3 00
Buckwheat flour, 98 lbs.	4 00
Buckwheat grits, 98 lbs.	4 50
Pot barley, 98 lbs.	3 00
Pearl barley, 98 lbs.	4 50
Dutch pearl barley, 98 lbs.	4 50
Chili boiling peas, per lb.	0 06
Canadian boiling peas, per bush.	2 25
Corn flour, 98 lbs.	3 00
Granulated hominy, 98 lbs.	2 75
Pearl hominy, 98 lbs.	2 75

MILL FEEDS.—List prices, which have been changed at last, by decline of $1 a ton for all mill feeds, bringing bran to $21 and shorts to $23. Drop came almost at close of dull season, for now that colder weather is setting in and feeding beginning demand is certain to improve. Hence some brokers look for prices to be shifted up again in short time.

Mill Feeds—	Car lots, per ton.
Bran	21 00
Shorts	23 00
Middlings	25 00
Wheat moulee	27 00
Feed flour, per bag	1 60

FRUIT & VEGETABLES

Navels Next Week, New Lemons In, Potatoes Up

Valencia Oranges Now Off the Market—Late Cranberries Very High—Carload Prices Indicate Another Advance in Potatoes in a Few Days—Emperors Replace Tokay Grapes.

MONTREAL.

GREEN FRUITS.—This market remains about same as last week with fair amount of business passing. Apple crop from this province has turned out almost total failure; New Brunswick and Nova Scotia apples have yet to put in appearance here, and Ontario are depended on for practically whole supply. There is no change in prices over last week. Shortness in Ontario supply is indicated by orders being received from points in Eastern Ontario for apples. Tokay grapes are over for season, and Emperors are coming in from California. Valencia oranges are over for season also.

Apples—		
Baldwins, No. 1	....	5 50
Baldwins, No. 2	....	4 25
Mackintosh Reds	7 00	8 00
Mackintosh, No. 2	....	6 00
King	....	5 00
No. 2s, all grades, 75-$1 less than No. 1s.		
Fameuse, bbl.	7 00	8 00
Spies, No. 1	....	6 50
Spies, No. 2	....	4 50
Bananas, crate	2 00	2 50
Cranberries, Cape Cod, bbl.	....	9 00
Almeria grapes—		
Extra fancy heavyweights	....	7 00
Fancy, heavyweights	....	6 00
Medium quality, for immediate use...	....	5 50
Grapes, Emperor, 4 bkt. crate	....	2 75
Grapefruit, Jamaica, case	....	4 50
Messina Lemons, large box	....	5 00
Oranges—		
Floridas, 150-176-200	....	3 75
Mexicans, 126-150-176-200-216-250	....	2 50

VEGETABLES.—Potatoes are firmer and trouble over cars continues. Advance in near future not unlikely.

Cabbage, per doz.	0 35	0 50
Celery, per doz. heads	0 35	1 00
Cucumbers, Boston, doz.	....	2 00
Egg plant, basket of 12	....	0 75
Garlic, per lb.	....	0 10
Onions—		
Spanish, per case	3 00	3 25
Spanish, half case	....	1 75
Red Danvers, 75-lb. bag	....	3 50
Peppers, green, 11-qt. bkt.	....	1 00
Peppers, red, 11-qt. bkt.	....	1 50
Potatoes—		
Green Mountains and Quebecs, bag.	....	1 00
Potatoes, sweet, per bbl.	....	4 25
Potatoes, sweet, Jersey, hpr.	1 25	1 50
Turnips, Quebec, bag	....	1 25
Tomatoes, hothouse, per lb.	0 25	0 30

TORONTO.

GREEN FRUITS.—Spy apples are beginning to come in more freely and taking place of snows which are as scarce as new laid eggs. Prices of all, however, continue very high, varieties of Greenings, Baldwins and other cookers starting around $2.50 and going up $1 at least per bbl. for better class goods.

Valencia oranges, after lingering almost long enough to meet navels, are now off market, but Florida's continue very tasty and color is improving. Prices are 50 to 75 cents lower this week with plentiful supply and will be in good shape for weeks now. Much desired navels are expected about end of next week. Opinions as to probable selling price of these run all way from $4.25 to $5.00.

A BIG CITRUS CROP.

The general manager of the California Fruit Growers' Exchange estimates the citrus crop in that State at 38,000 to 40,000 carloads, or equal to that of two years ago. These figures have been exceeded only twice in California. Had it not been for the effects of last winter's frost on the trees the crop would probably have been the largest. Preparations for frost fighting have been made on such an extensive scale in Southern California that even if temperatures such as were experienced last winter were again repeated, not much damage from frost is anticipated. The method consists of setting out pots of crude oil on the "windward" side and burning it when a keen frost is expected, so that the cold air drives the warm air across the orchard and saves the blossoms from the biting temperature.

Messina, new crop lemons have arrived in small shipments and some are quoting around $4.50. Verdellis this week are mostly poor stock and some quotations dropped to $3.50, finer quality remaining as high as $4.50.

Pineapples are selling with fair demand but it seems impossible to make fruit or anything else move out of regular season looked for by consumer, which will not be until about February next. Prices of Cuban's are about 25 cents higher this week. Only small lots are being brought in. Cranberries for the "early blacks" remain at $9 bbl. with keeping quality only fair. "Long keepers," or late varieties, go anywhere from $10.50 to $11, and may advance to $12 before Christmas if turkey demand is strong. Grapefruit is firmer. Jamaican advancing 25 cents.

Bananas are sluggish and have fallen off about 25 cents. Season will not be brisk until about March and only greater demand in States followed by higher prices may induce improvement. There is really little change year round in bananas as dealers in slack time like present keep prices up to make up for losses or low profits in summer when waste is larger and primary markets higher.

CANADIAN.

Apples—		
Spies, hand picked, bbl.	4 00	5 00
Snows, hand picked, bbl.	4 00	5 00
Wealthy, Greenings, Baldwin, No. 1, bbl.	3 25	3 75
Do., No. 2, bbl.	2 50	3 00
Russets, bbl.	2 50	4 00
Snows, etc., bkt.	0 35	0 50
Talman Sweets, bbl.	2 50	3 00
Citrons, each	0 08	0 10

IMPORTED.

Apples, Jonathans, case, fancy, $2.50; extra	....	2 75
Bananas, per bunch	1 65	1 90
Cranberries, early blacks, bbl.	....	9 00
Cranberries, long keepers	10 50	11 00
Cranberries, box	....	3 25
Grapefruit, Jamaica, case	3 75	4 00
Grapes, Almerias	6 50	7 00
Grapes, Emperor, case	....	2 75
Grapefruit, Florida, case	5 00	5 50
Oranges, Floridas	3 00	3 50
Oranges, Jamaicas	2 50	2 75
Limes, box of 100	0 75	1 25
Lemons, Verdelli	3 50	4 50
Lemons, Messina	....	4 50
Pineapples, Floridas	3 75	4 00
Pineapples, Cubans	....	4 75
Pineapples, Porto Ricos	....	5 50
Pomegranates, California, case	4 00	4 25
Pomegranates, Spanish, case	4 25	4 50

VEGETABLES.—Potatoes are firmer this week and with carload lots selling at 97½ to $1.00 advance of 5 cents may be looked for towards end of week. U.S. buying still continues and difficulty is experienced in getting sufficient number of cars to bring in New Brunswick's, so that local supply is short. Export by Toronto firm continues to Buffalo and Detroit, New Brunswick's being brought right through Quebec to Niagara frontier and Windsor. Opinion as to future prices vary but now most agree there will be no lower rates before Christmas with likelihood quite opposite. Demand for sweet potatoes is falling off as it usually is confined pretty much to September and October. So slight was demand this week that only hamper lots came in and these eased off 25 cents, to $1.00. Other prices show no change.

Beets, Canadian, per bag	....	0 85
Cabbage, case	1 00	1 25
Carrots, Canadian, bag	....	0 85
Cauliflower, dozen, large	1 50	1 75
Squash, bbl.	....	1 50
Parsnips	....	0 85
Potatoes, New Brunswick, bag.	1 05	1 10
Sweet potatoes, hamper	1 00	1 25
Mushrooms, per lb.	....	0 75
Onions—		
Spanish, crate	3 00	3 25
Large cooking, bag	....	2 00
Celery, domestic, doz.	0 20	0 25
Turnips, bag	0 50	0 60

PRODUCE & PROVISIONS

No Storage Eggs by Year End; Slump in Turkeys

Problem Caused by Tremendous Demand for Eggs—May Import from Siberia — More Advances of 2 to 5 Cents — High Prices Killing Turkey Markets—Warning to Grocers—Cheese Advances in Toronto, Butter in Montreal.

"We regret to report" another advance in eggs. This is becoming a habit, and a regretful one at that. Only joyful element in community these days are storage men, and they are rapidly overhauling spring losses. How much more they will advance no one knows. Fresh laid prices depend on farmers who can get what they want, but these are negligible quantity. Storage eggs are in limited and strong hands, and all indications are that advances up to Christmas will be regular, keeping 4 cents or so above United States prices to avoid invasion of market.

But more serious situation threatens even than high prices—that is, cleaning out by first of year and "famine" unless United States can send over supply, or, some say, Siberia. Debatable question up to present has been whether storage stocks this year in Canada were as heavy as last. Canadian Grocer this week was given authoritative statement that this year's "pack" was fully as great as last year's. Some few of smaller storage men were afraid of repeating loss of last spring, and warily refrained, but rest put away heavy stocks, and one or two increased previous record of holdings. However, demand this fall has been unprecedented. This is explained mainly as due to high cost of meat. Second condition to be noted is that hens stopped laying practically one month earlier and storage supplies were called on earlier. Result of both is that storage stocks are far lighter now than one year ago, and leading produce men expressed opinion that by end of year storage will be wiped out.

"What then?" asked Canadian Grocer.

"You may well ask, 'What then?'" was the reply. "We do not know ourselves. Ordinarily we can import from Chicago, but owing to the drought last spring in the Middle Western States the egg supply was cut down and the quantity in storage is less than a year ago. It is expected this will be exhausted by the first of the year, as in Canada. It begins to look like importing from Siberia."

So that is present uncertain and unpromising outlook in eggs.

Hogs are slightly higher than week and considerably in advance of year ago. Cheese markets all over are firmer, and outlook is more promising than for several months.

Interesting developments in butter markets are taking place in United States as result of lowered tariff. Despatch from San Francisco says that more than 100 tons of Australian and New Zealand butter have been placed on San Francisco market. This is first shipment under reduction of duty from 6 to 2½ cents lb. Butter was brought in cold storage on steamer Tahiti, 208,000 lbs. in all, and comprised all but 23,000 lbs. of total receipts for that day in San Francisco.

Montreal reports greatly reduced stocks in cheese, under 90,000 boxes, which will be reduced by some 40,000 more by close of navigation, lowest in twenty years at same time.

Only butter, small quantity, and cheese were offered on Toronto Produce Exchange on Monday, cheese selling at 14 cents for October twins. Offerings were as follows:—

BUTTER—Creamery, 50 box solids, 27c, not sold; 25 boxes market prints, 26c, not sold. No eggs.

CHEESE.—Forty large, Aug. parf., 14c, not sold; 50 large, Sept., parf., 13⅞c, not sold; 50 large, Sept., 1913, 13¾c, not sold; 50 large, 1912, parf., 13⅞c, not sold; 50 twins, Oct., parf., 14c, sold; 50 twins, 1912, parf., 14c, not sold; 25 large, Oct., 14c, bid 13¾c; 25 twins, Oct., 14c, not sold.

MONTREAL.

PROVISIONS.—All lines are in good demand, and fair amount of business is passing. Telephone service has been promised for end of this week, and no doubt will relieve matters greatly, as business has been handicapped to great extent lately owing to fire which took place in Main Exchange and put 13,000 phones out of service. Prices have fluctuated in some lines, but there is very little difference from last week. Pure lard shows advance of half cent to three-quarters all round, while cooked meats show decrease of 1 cent. All other prices remain unchanged.

Hams—		**Per lb.**
Medium, per lb.	....	0 19
Large, per lb.	0 18	0 18½
Large, 20 to 40 lbs.	....	**0 18**
Backs—		
Plain, bone in	....	**0 23½**
Boneless	....	**0 26**
Peameal	....	**0 26**
Bacon—		
Breakfast	0 20	**0 21**
Roll	....	**0 17**
Shoulders, bone in	....	**0 16**
Shoulders, boneless	....	**0 16½**
Cooked Meats—		
Hams, boiled	0 29	0 30
Hams, roasted	....	0 30
Shoulders, boiled	....	0 26
Shoulders, roasted	....	0 27
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	**0 15½**
Long clear bacon, 80-100 lbs.	....	**0 14½**
Flanks, bone in, not smoked	....	**0 15½**
Barrelled Pork—		**Per bbl.**
Heavy short cut mess	....	**30 00**
Heavy short cut clear	....	**30 00**
Clear fat pork	....	**28 00**
Clear pork	....	**26 50**
Lard, Pure—		**Per lb.**
Tierces, 375 lbs. net	....	0 14½
Tubs, 50 lbs. net	....	0 14¾
Boxes, 50 lbs. net	....	0 14¾
Pails, wood, 20 lbs. net	....	0 15
Pails, tin, 20 lbs. gross	....	0 15
Cases, 10-lb. tins, 60 in case	....	0 15½
Cases, 3 and 5-lb. tins, 60 in case	....	0 15½
Bricks, 1 lb., each	....	0 16
Lard, Compound—		
Tierces, 375 lbs. net	....	0 14½
Tubs, 50 lbs. net	....	0 14¾
Boxes, 50 lbs. net	....	0 14¾
Pails, wood, 20 lbs. net	....	0 15
Pails, tin, 20 lbs. gross	....	0 15
Cased, 10-lb. tins, 60 in case	....	0 15½
Cases, 3 and 5-lb. tins, 60 in case	....	0 15½
Bricks, 1 lb., each	....	0 16
Hogs—		**Per cwt.**
Live, f.o.b.	**9 00**	**9 25**
Live, fed and watered	**9 35**	**9 50**
Dressed	**13 25**	**13 50**

BUTTER.—Price quoted this week shows advance of 1 cent over last week. Striking feature of this year's Canadian trade was heavy importation of butter, which totalled $1,950,664. This came principally from Australia and New Zealand. Exports of butter, which formerly constituted large item, fell off this year to $225,367. Local market for week was very firm, with good volume of business passing.

Butter—		**Per lb.**
Creamery prints, fresh	....	0 31½
Creamery solids	....	0 30
Dairy, prints or solids	....	0 25
Separator, prints or solids	0 24½	0 25½

EGGS.—Quotations for this week show further advance of 5 cents for new laids over last week, and it looks as if this price will not remain long, as there is scarcity assured, and further advance in price is predicted. Selects are up 2 cents, as are also No. 1's. Consumer is now trying to figure just when these prices will stop, but no one will venture to set any figure, although one firm say that they do not think they will advance more than another 5 cents. Retailers of Montreal are asking from 60 to 70 cents, and at this prohibitive price most people seem satisfied to sit back and wait until prices drop a little.

Eggs, case lots—		Per dozen.
New laids	....	0 55
Selects	....	0 36
No. 1's	....	0 32
No. 2s	....	0 26
Splits	....	0 25

CHEESE.—No change is reported in market this week, prices remaining same, with only small volume of business passing.

Cheese, White or Colored—	New.	Old.
Large	0 14	0 15
Strong	....	0 16—0 17
Twins	0 14½	0 15
20 lb. new	0 15—0 15½	....
Stilton	.. .	0 17

HONEY.—Demand is very active for small packages here, but prices remain unchanged.

Honey—	White Clover per lb.	Buckwheat per lb.
Barrels	0 12	0 09
Tins, 60 lbs.	0 12¼	0 09½
Tins, 30 lbs.	0 12½	0 09¾
Comb, 13-14 oz, section	0 20	0 15—0 16
Tins, 5 and 10 lbs.	0 13	0 10

POULTRY.—Market has been very good, and volume of business passing has exceeded that of last week. Prices show several advances, ducks being up 2 cents, and now quoted at 13c to 15c for live and 14c to 17c for dressed. Dressed geese are now ranging from 14c to 16c, while live fowl are quoted from 11c to 12c. All other prices remain unchanged.

Fresh stock—	Live.	Dressed.
Broilers, per lb.	0 22—0 24	....
Broilers, per pair	......	1 25
Ducks, milk fed	0 16—0 18	0 22—0 24
Ducks	0 13—0 15	0 14—0 17
Fowl	0 11—0 12	0 17—0 18
Geese	0 12—0 13	0 14—0 16
Turkeys, spring	0 18	0 20—0 24

TORONTO.

PROVISIONS.—Decline in hogs was short-lived and this week they recovered 30 to 40 cents owing to light supplies and better demand of abattoirs. Pure lard continues very firm and some packers advanced prices ¼ cent all round, 14¼ for tierces. This move, however, was not generally followed on Street. Medium and large hams were somewhat easier falling off half cent.

Hams—		
Medium, per lb.	....	0 19
Large, per lb.	0 18	0 18½
Large, per lb.	0 10	0 19
Backs—		
Plain, per lb.	....	0 23
Boneless, per lb.	....	0 25
Pea meal, per lb.	0 24	0 25
Bacon—		
Breakfast, per lb.	0 19½	0 20
Roll, per lb.	0 15½	0 16
Shoulders, per lb.	0 14½	0 15
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 15½	0 16
Long clear bacon, heavy	0 15	0 15¼
Cooked Meats—		
Hams, boiled, per lb.	....	0 29
Hams, roast, per lb.	....	0 30
Shoulders, boiled, per lb.	....	0 22
Shoulders, roast, per lb.	....	0 23
Barrelled Pork—		
Heavy mess pork, per bbl.	24 00	25 00
Short cut, per bbl.	28 50	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 14
Tubs, 60 lbs., per lb.	....	0 14¼
Pails, 20 lbs., per lb.	....	0 14½
Pails, 3 and 5 lbs., per lb.	....	0 15¼
Bricks, 1 lb,, per lb.	....	0 15½
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10¼
Tubs, 60 lbs., per lb.	0 10½	0 10¾
Pails, 20 lbs., per lb.	0 10¾	0 11
Hogs—		
F.O.B., live, per cwt.	8 55	8 75
Live, fed and watered, per cwt.	8 90	9 25
Dressed, per cwt.	12 50	12 75

BUTTER.—Supplies of fresh creamery continue to decline, prices are very firm and likely soon to advance another cent. Storage stocks, however, appear to be heavy as they were not called on as much as usual in early part of fall owing to open weather.

Butter—		
Creamery prints, fresh made	0 29	0 31
Creamery prints, storage	0 28	0 29
Creamery solids, storage	0 26	0 27
Dairy prints, choice	0 23	0 25
Dairy solids	0 20	0 22
Separator prints	0 23	0 26

EGGS.—Advances all along line must be scheduled except, perhaps, new laids which are not sent out in cartons. Some buyers will not venture to send any "strictly" new laids out except in cartons, claiming that at present high prices public demand packer's name as guarantee for every egg. One or two firms, however, still refuse cartons and claim to get top-notch prices for eggs "loose."

From 42 to 45 cents, addition of three cents, is new laids' share of week's advances. Storage selects, are up 3 cents, to 34-35; storage No. 1, 2 cents more, to 32-33, and No. 2's and splits, have advanced to price of fresh laids short time ago, 28 cents. One year ago Canadian Grocer's files show fresh laid at 35-40 cents, and storage, 29 to 30. Storage men agree that prices will go still higher.

Eggs, case lots—	Per dozen.	
Strictly new laid	0 37	0 40
Strictly new laid, in cartons	0 42	0 45
Storage, selects	0 34	0 35
Storage, No. 1 stock	0 32	0 33
No. 2's	....	0 28
Splits	....	0 28

CHEESE.—After standing unchanged for months, upward movement has at last taken place in local market and advance of ¼ cent went into effect this week on all cheese. This was due not so much to closing down of nearly all factories in Province, as to general improvement in market, even more pronounced now than last week. London market has toned up with increased demand and Canadian white is selling freely at 64—65s. per cwt. and colored from 65—66s. Receipts so far are considerably behind those of last year both in Toronto and Montreal. In latter place decrease amounts to 163,921 boxes in total of 1,550,926, from first of May to date.

Cheese—		
Old, large	....	0 15
Old, twins	....	0 15¼
New, large	....	0 14½
New, twins	....	0 14¾

HONEY.—Market shows little intention of firming up yet as each week brings in large shipments, more than can be digested. One buyer ventured opinion that more honey had been thrown on market already than can be disposed of to consumers within year and that prices will remain low throughout. Under such conditions, prices vary at least ½ cent, according to local demand.

Clover, bbls., per lb.	0 09½	0 10
60, 30-lb. tins, per lb.	0 09½	0 10
10, 5-lb. tins, per lb.	0 10½	0 11
Buckwheat, bbls.	0 06½	0 07
Buckwheat, tins	0 07	0 07½
Comb	2 50	3 00

POULTRY.—Turkey situation calls for careful handling, as is intimated in editorial in this issue. Care, not only on part of grocer, but buyers and probably most of all, farmers, as source of supply and real fixers of prices in these days. In a word, prices are far too high, at least 2 cents a pound. Result is that Western firms are refusing to take any shipments and after Thanksgiving is over, United States will be in same position. Even up to present buying for shipment across border has been far below what should have been looked for with drop in tariff.

Some misapprehension seems to have been aroused by recent buying up of choice birds by Americans, many farmers jumping to conclusion that prices could be put up to any point. But last week or so extensive buying has slackened and after Thanksgiving many believe United States buyers will not come over in face of present high demands.

But more serious warning comes from Western Canada. Canadian Grocer was shown three telegrams received by Canadian firm that ships many carloads yearly to West. One Vancouver firm wired in regard to turkeys which must be off by first of December to reach coast in time for Christmas trade: "Prices too high to induce business." Second declared: "Clients have already placed orders in Omaha." Third went into particulars and stated that first-class turkeys could be bought in Omaha for 19½ cents and laid down in Vancouver for 22 or 23 cents, so that Ontario stock was far too high to compete.

Consequence is that Western market will be almost entirely closed to Eastern Canada birds for this Christmas trade. Even in New York prices are practically same on verge of Thanksgiving as in Ontario.

"There is an idea that Americans are buying turkeys and will continue to do so," remarked one Eastern buyer. "The reverse is the case. They are not doing so any more at our high prices, at least to any extent. Of course they will pick up fancy stuff but anyone will pay a premium for that. No, unless prices of turkeys come down, say 2 cents, the firms that usually ship West will be forced to unload their stock on the local market, with the result that there will be a big slump in prices in a very short time.

Fresh Stock—	Live.	Dressed.
Broilers, spring	0 13	0 14—0 16
Ducks, spring	0 11—0 12	0 12—0 15
Fowl	0 10—0 11	0 12—0 13
Chickens, lb.	0 13—0 14	0 15—0 18
Geese	0 10—0 12	0 12—0 14
Turkeys, spring	0 17	0 20—0 22
Turkeys, old Tom	0 14	0 16—0 18

WINNIPEG.

PRODUCE AND PROVISIONS.—Butter prices have advanced 1 cent on creamery and best grades of dairy. Chese is down ¼ cent per lb. Eggs, lard and cured meats steady.

Cured Meats—		
Hams, per lb.	0 18½	0 21
Shoulders, per lb.	....	0 14
Bacon, per lb.	0 20½	0 22½
Long clear, D.S., per lb.	....	0 13¾
Mess pork, bbl.	....	28 00
Lard—		
Tierces, per lb.	....	0 13½
50 lb. tubs	....	6 87
20 lb. pails	....	2 88
3 lb. tins, cases	....	8 70
5 lb. tins, cases	....	8 62

FISH AND OYSTERS

Carloads of Frozen Fish to Replace Fresh

Pacific Coast Supply Above Last Season's—Lake Herring Scarce in Ontario Owing to Exportations—Mackerel Very Plentiful on Coast.

MONTREAL.

FISH.—Fresh fish, except Haddock, and cod, are practically finished for season. Already carloads upon carloads of frozen fish are either in transit or have been already delivered to distributing centres. Frozen halibut, salmon, doree and pike are in good demand and prices rule about same as former seasons. There is much speculation about prices of frozen fish this season and it is hard to predict at this early date what outcome will be. Trade is assured that quantity of Pacific coast fish is vastly above quantity of last season particularly in halibut. Question is now, will demand increase enough to consume the surplus? In pickled and salt fish, lots of orders are booked to be shipped by last boats but supplies have been coming in in such restricted way that it is doubtful if close of navigation will take away all orders. Smoked, like haddies and fillets, have been scarce of late due to difficulties of procuring fresh. Very noticeable spell of storms has interfered largely with fishing operations.

Bulk and shell oysters are fairly active with prices moderate. Malpeque oysters are selling this year practically 15 per cent. lower than last and output and demand promise to increase one-third as result.

Fresh Fish—		
Bluefish, per lb.	....	0 18
Carp, 100 lb. boxes, per lb.	0 10	0 10
Cod, market, 250 lb. cases, per lb.	....	0 05
Doree, 100 and 150 lb. cases, per lb.	0 11	0 12
Flounders, per lb.	0 06	0 07
Frogs legs, large, per lb.	....	0 50
Frogs legs, small, per lb.	....	0 25
Haddock, per lb.	0 05	0 06
Herring, per 100 fish, large	....	3 00
Mackerel, lb.	....	0 12
Perch, dressed, per lb.	0 09	0 10
Pike, dressed, per lb.	0 08	0 09
Salmon, B.C., per lb.	0 15	0 18
Salmon, Gaspe, per lb.	0 18	0 20
Steak, cod, per lb.	....	0 07
Smelts, per lb.	....	0 12
Sword fish, per lb.	0 09	0 10
Turtles, small, per lb.	....	0 15
Whitefish, per lb.	....	0 12
Shell Fish, Fresh—		
Clams, per barrel	....	7 00
Lobsters, live, per lb.	....	0 30
Lobsters, boiled, per lb.	....	0 32
Oysters, bulk, standards, per gal, $1.40, Selects	....	1 70
Oysters, solid meat, standards, per gal., $1.70; selects	....	1 90
Oysters, Cape Cod, shell	....	9 00
Oysters, Malpeques, shell	9 00	10 00
Periwinkles, per bushel	....	2 50
Prawns, per gal.	....	2 00
Scallops, per gal.	....	3 00
Shrimps, per gal.	....	2 00
Frozen Fish—		
Haddock, per lb.	0 04½	0 05
Halibut, per lb.	0 11	0 12
Herring, per100 fish	....	1 70
Pike, per lb.	....	0 07
Smelts, fancy, per lb.	0 12	0 13
Smelts, No. 1, per lb.	0 08	0 09
Salmon, fancy, Spring, per lb.	0 14	0 15
Salmon, Gaspe, per lb.	0 15	0 16
Salmon, Qualla, per lb.	0 07½	0 08
Whitefish, per lb.	0 11	0 12
Prepared Fish—		
Boneless fish, 20 lb. boxes	0 06	0 07
Cod, boneless, 20 lb. boxes, 2 lb. blocks	0 07	0 08
Cod, pure, 3 lb. box, per lb.	....	0 15
Cod, boneless strip, 30 lb. box, lb.	....	0 10
Cod, shredded, box of 2 doz.	....	1 80
Cod, skinless, per 100 lb. box	6 50	7 00
Cod, dried, per 100 lb. bundle	....	7 00
Pollock, dried, per 100 lb. bundle	....	6 50
Salted and Pickled Stock—		
Cod, green, ordinary, per 200-lb. bbl.	....	9 00
Cod, green, white napes, per 200-lb. bbl	9 50	10 00
Haddock, No. 1 green, per 200 lbs.	....	8 50
Herring, Gaspe, No. 1, ½ bbls., $2.75; bbls.		5 00
Herring, N. S. per ½ bbl.	....	3 00
Herring, N. S., per bbl.	....	5 50
Herring, Holland, per keg, 75c; per ½ bbl., $5.50 to $6.50; per bbl.	9 00	10 00
Herring, Labrador, ½ bbl., $3.25, bbl.	....	5 75
Herring, Scotch, keg of 12 lbs. net, $1.25 to $1.35; ½ bbl.	7 50	8 00
Mackerel, No. 1, 20 lb. kits, $1.75, ½ bbl., $7.00; bbl.	....	12 00
Salmon, Labrador, ½ bbl., $8.00 to $9.00, bbl.	14 00	15 00
Trout, lake, kegs	....	7 00

TORONTO.

FISH.—Supplies of fish are rather more plentiful this week, quite sufficient for local demands, although export from Eastern ports continues steadily. Lake herring, however, are scarce as much is being shipped to Buffalo and other points. Good business is being done in Cohoe salmon at about 12 cents per lb. Dealers are gradually shifting to frozen fish business in three or four leading lines, halibut, whitefish, trout and salmon.

Frozen Fish—		
Roe shad, weight 3 lbs., each	1 00	1 25
Whitefish, per lb.	....	0 12
Halibut	0 10	0 11
Trout	0 11	0 12
Salmon, Qualla	....	0 10
Salmon, Cohoe	....	0 12
Fresh Caught—		
Blue fish, lb.	0 14	0 16
Frogs legs, lb	....	0 65
Haddock, per lb.	....	0 08
Herring, per lb.	....	0 08
Lobster, live, lb.	....	0 45
Lobster, boiled, lb.	....	0 45
Mackerel, weighing 1½-3 lbs., each	0 15	0 25
Perch, lb.	0 06	0 07
Pickerel, yellow, per lb.	....	0 12
Pike, per lb.	....	0 08
Salmon, B.C., per lb.	0 15	0 16
Smelts, per lb.	....	0 12
Steak, cod, per lb.	....	0 09
Flounders	....	0 08
Smoked—		
Fillets of haddie	....	0 12
Finnan haddie, per lb.	....	0 09
Kippers, new, box of 40 and 50	....	1 25
Bloaters, box of 60	....	1 25
Digby herring, per bundle	....	0 75
Digby fillets, 10 lb. boxes, lb.	....	0 13
Prepared—		
Shrimps, 6 gal. case, per gal.	....	0 85
Cod, quail on toast	....	0 07½
Cod, steak	....	0 08½
Cod, Imperial, 25 lb. pck.	....	0 07
Salted and Pickled—		
Herring, Holland, new—		
Milkers, 85c; mixed	....	0 80
Herring, Labrador, bbl.	....	6 50
Herring, sea, pails	1 25	1 50
Mackerel, pail	....	2 25
Oysters, bulk—		
New York counts, gal.	....	2 00
Extra selects, gal.	1 90	1 95
Straights, gal.	1 65	1 75
Oysters, Shell—		
Malpeques, bbl.	11 00	12 00
Torbays	11 00	12 00
Rockaways	8 50	9 00
Blue Points	8 50	9 00
Oyster Bay counts	8 00	8 50

HALIFAX, N.S.

FISH.—Local fish markets have been active during past week. While catches of mackerel along coast have ceased, large quantities continue to arrive here. One firm alone purchased 200,000 mackerel during past fortnight, and all these have been salted. Cod and haddock are in fairly good supply, and some small quantities of halibut have been marketed. Pickled herring and dry cod are coming on market rather freely, and shipments to foreign ports have improved. Prices in all lines hold firm, and higher quotations for salt cod are looked for.

* * *

TWENTY YEARS AGO IN THE GROCERY TRADE

Following items are from Canadian Grocer of Nov. 24, 1893:—

"There is some red canned salmon offered here at cut prices, $1 to $1.05. The quality of the bulk of it is good, but there are odd tins in the lot which are off, but the sellers guarantee the quality, making allowance for any bad tins.'

Editorial Note.—Above is from Toronto market report of 20 years ago.

* * *

"The crop of potatoes in the Province of Prince Edward Island this year is enormous, and the potatoes are of splendid quality. It is estimated that there are over 200,000 bushels now in port. As a large number of additional cargoes are expected this week it was decided to send three cargoes of the present surplus to Boston, and three vessels are being loaded and will proceed to the Hub at once. It is probable further cargoes will be shipped there soon. Potatoes are retailing from vessels in Montreal at 25 cents per bushel."

Editorial Note.—In view of potatoes being on list of free goods going into the U.S., exports to that country are large this year, and Canadian crops are good.

WANTED

BROKERS WANTED—TO SELL MALTA Vita in the following cities: Montreal, Quebec, St. John, N.B., and Halifax, N.S. Malta Vita Pure Food Company, Toronto, Ontario.

SEALSHIPTICASE
SEALSHIPT
OYSTERS
Direct from the Oyster bed free from water ice or Preservative
A pure food natural flavor and freshness guaranteed
Use licensed by
Sealshipt Oyster System

The business of the "SEALSHIPT" Oyster System's Canadian Branch has been taken over by us. We can fill all orders promptly for "SEALSHIPT" Oysters or equipment.

Are You Satisfied?

Frequently merchants will not change unless there is some marked dissatisfaction with their source of supply.

It is not only a question as to whether you are satisfied, but the real question is, is your Trade as well satisfied as the Trade of your competitors?

We are told that some Shippers are not supplying as good stock as they did a month ago. This is on account of the scarcity of large oysters, and many growers have already exhausted the cream of their supply.

The stock we are shipping to-day is better than the stock we were shipping a month ago, and the same thing will be true in December.

Quality is a big factor in this line, as how frequent the Consumer will purchase oysters depends entirely on the satisfaction they experience in eating them.

Will you be satisfied with the "Just as Good," or do you want the very best?

Coast Sealed Oysters stand for more in Canada than all other brands combined.

CONNECTICUT OYSTER CO.

"Canada's Exclusive Oyster House"

50 JARVIS ST. TORONTO, ONT.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4 oz. tin, 65c per doz.; 6 oz. tin, 90c per doz.; 8 oz. tin, $1.20 per doz.; 12 oz. tin, $1.60 per doz.; 16 oz. tin, $2.25 per doz.; 3 lb. tin, $5 per doz.; 5 lb. tin, $9.50 per doz.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER.

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen......	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15, and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books ..each	0 04
100 books and over, each.	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancacke Flour per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack ....$	2 15
Raspberry, red, h'vy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry.	2 60
Plum jam	1 55
Green Gage plum, stoneless	1 65
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Strawberry	0 13
Black currant	0 13
Raspberry	0 13

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz..	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz...	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb. ..	0 20
Soluble, bulk, No. 2, lb. ..	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	
Supreme chocolate, ½'s 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz...	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26
Icings for Cake—	
Chocolate, white, pink, lemon orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz...	0 90
Chocolate Confections—	per lb.
Maple buds, 5-lb. boxes ..	0 37
Milk medallions, 5-lb. bxs.	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil Wafers , No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. bxs.	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes ..	0 37
Lunch bars, 5-lb. boxes ..	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box. ..	1 35
Royal Milk Chocolate. 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars, per box	0 85

EPPS'S.

Agents—F. E. Robson & Co. Toronto; Forbes & Nadeau Montreal; J. W. Gorham & Co., Halifax, N. S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy chocolate, ½'s..	0 26
" Vanilla sticks, per grs.	1 00
" Diamond chocolate, ⅛s.	0 24
" Plain choice chocolate liquors	20 30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb.; Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box.

The above quotations are f.o.b. Montreal.

"WHERE DOES
THE SHINE COME FROM."

BRASSO

Is Your Polish Trade Fully Developed?

Every dwelling, from mansion to shack, needs stove polish. Every customer you have has some dull metal to shine. Do they know it? Do they buy from you? If not, put them in the right way.

**The Brasso way and—
The Zebra way.**

ZEBRA

STOVE POLISH

A Proposition That Is Worth While

One that will fill your spare time with congenial work---bringing good money. Are you interested? You are. Well, here are the details.

Throughout Canada is scattered an army of men who are everywhere booking subscriptions for MacLean's Magazine. If you join them you can add very considerably to your regular income. If you are a hustler you will find it will pay you to give all your time to the work.

Some of our most successful salesmen were "spare time men" first.

Write us for terms and full particulars

MacLEAN PUBLISHING COMPANY

143-149 University Avenue, :-: TORONTO, CANADA

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per Case.
Eagle Brand, ea. 4 doz.	$6 00
Reindeer Brand, ea. 4 doz.	6 00
Silver Cow Brand, ea. 4 doz.	5 40
Gold Seal Brand, ea. 4 doz.	5 25
Mayflower Brand, ea. 4 doz.	5 25
Purity Brand, ea. 4 doz.	5 25
Challenge Brand, ea. 4 doz.	4 75
Clover Brand, ea. 4 doz.	4 75

Evaporated (Unsweetened)—	
St. Charles Brand, small, ea. 4 dozen	2 00
Peerless Brand, small, ea. 4 doz.	2 00
St. Charles Brand, Family, ea. 4 doz.	3 90
Peerless Brand, Family, ea. 4 doz.	3 90
Jersey Brand, Family, ea. 4 doz.	3 90
St. Charles Brand, tall, ea. 4 doz.	4 50
Peerless Brand, tall, ea. 4 doz.	4 50
Jersey Brand, tall, ea. 4 dozen	4 50
St. Charles Brand, Hotel, ea. 2 doz.	4 25
Peerless Brand, Hotel, ea. 2 doz.	4 25
Jersey Brand, Hotel, ea. 2 doz.	4 25
St. Charles Brand, gallons, ea. ½ doz.	4 75
"Reindeer" Coffee & Milk, ea. 2 doz.	5 00
"Regal" Coffee and Milk, ea. 2 doz.	4 50
"Reindeer" Cocoa & Milk, ea. 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 36
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50lb. case.

Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S

Quintessential.

1 oz. (all flavors) doz.	1 05
2 oz. (all flavors) doz.	2 00
2½ oz. (all flavors) doz.	2 30
4 oz. (all flavors) doz.	3 50
5 oz. (all flavors) doz.	4 50
8 oz. (all flavors) doz.	6 50
16 oz. (all flavors) doz.	12 00
32 oz. (all flavors) doz.	22 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottles (retail at 50c)	4 50
4 oz. bottles (retail at 90)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

GELATINE.

Knox Plain Gelatine (2 qt. size), per doz.	1 80
Knox Acidulated Gelatine (2 qt. size), per doz.	1 80

CLARK'S PORK AND BEANS

IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 6, 1 doz. in case	4 00
No. 12, ½ doz. in case	6 50

LAPORTE, MARTIN, LIMITEE.

Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., cs.	5 00

VICHY LEMONADES.

La Savoureuse Champenoise Cork 50 qts., cs.	8 00
50 pts., cs.	5 00
La Savoureuse "Claret Crown." 100 pts., cs.	9 00
St. Nicholas Champenoise Corks. 50 qts., cs.	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.

Cs. 25 11 lb. bars, lb.	0 08½
Cs. 200 3½ lb. pieces, cs.	4 25
Cs. 12 3 lb. bars, lb.	0 09½
Cs. 50 ¾ lb. pieces, cs.	4 00
Cs. 50 1 lb. sq. pieces, cs.	4 75
Cs. 50 1 lb. long pieces, cs	4 75
Cs. 200 200 grs. pieces, cs	7 75
Cs. 100 300 grs. pieces, cs	6 00
Cs. 200 300 grs. pieces, cs	12 00

ALIMENTARY PASTES.

BLANC & FILS.

Macaroni, Vermicelli, Animals. Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 08
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 00
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts.	3 75
Apple juice, 24 pts.	4 50
Champagne de Pomme, 24 p	5 90

Motts Golden Russett—

Sparkling Cider, 12 qts.	4 50
Sparkling Cider, 24 pts.	4 75
Sparkling Cider, 36 sp.	4 90
Extra Fins, 100½	16 00
Apple Vinegar, 12 qts.	2 40

These prices are F.O.B. Montreal.

Imported Peas "Soleil"

	Per case
Sur Extra Fins, 40 Flacons, cs.	$10 00
Sur Extra Fins, 100 ½ kilo, cs.	15 50
Extra Fins, 50 1 kilo, cs.	14 50
Extra Fins, 100 ½ kilo, cs.	15 00
Tres Fins, 100 ½ kilo, cs.	13 50
Fins, 100 ½ kilo, cs.	11 50
Mi Fins, 100 ½ kilo, cs.	11 00
Moyens No. 1, 100 ½ kilo, cs.	10 00
Moyens No. 2, 100 ½ kilo, cs.	9 50
Moyens No. 3, 100 ½ kilo, cs.	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 ½-pints	4 25
Tins—	Gall.
5 gals. 2s	2 00
2 gals. 6s	2 05
1 gal. 10s	2 10
20s, ⅛ gal.	2 60

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	5 40
Cases, 4 doz each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BOAR'S HEAD LARD

COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case..	0 11¼
Cases, 5 lbs., 12 to case..	0 11⅛
Cases, 10 lbs., 6 to case..	0 11

F.O.B. Montreal.

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."

1 lb. glass (2 dz case)	$1.90	$1.80
2 lb. glass (1 dz case)	3.20	3.00
4 lb. tin (1 dz case)	5.50	5.35
7 lb. tin (½ dz case)	8.60	8.35

"IMPERIAL SCOTCH."

1 lb. glass (2 dz case)	$1.60	$1.55
2 lb. glass (1 dz case)	2.80	2.70
4 lb. tin (1 dz case)	4.80	4.65
7 lb. tin (½ dz case)	7.75	7.50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. F. CATELLI CO., LIMITED.

Hirondelle Brand

	1 lb. pkgs.	Loose
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs. cases	7	6½
Egg noodles, case 10 lbs. loose; case 60 pkgs, ½ lb. each	7½	7
Marguerite Brand.		
Same assortment as above	6½	6
Egg noodles in 10 lb. cases, loose, in 60 pkgs., ½ lb. each	7	6½
Catelli Brand.		
Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lbs. (loose)		5½
30 lb. cases, 1. lb. packages		6

Terms, Net 30 days.

D. SPINELLI CO., Registered.

Globe Brand.

Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Alphabets 30 lb. case	7	6½
Spinelli Brand.		
Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lb. cases (loose)		5½
30 lb. cases, 1 lb. pkgs.		6

Terms—Net, 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz.	1 80
Straight.	
Lemon contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Raspberry contains 2 doz.	1 80
Strawberry contains 2 doz.	1 80
Chocolate contains 2 doz.	1 80
Cherry contains 2 doz.	1 80
Peach contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER

Assorted case, contains 2 doz.	2 50
Straight.	
Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$ 5,00
Five cases or more	4 95

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.

1-16 gall., doz.	$ 2 00
¼-gall., doz.	6 00
½-gall., doz.	10 80
1 gall., doz.	19 20
1-16 gall., gross lot	20 00

Have you a line that is needed in the West?

You know the requirements of the Western people—have you any of them? If so, how are you going after this business? Unless you have a permanent Western staff of representatives you will find it hard to get your share of the business the West offers.

With our five large warehouses and a thoroughly efficient staff of representatives we are in a position to offer you the best possible service. We cover the territory often and guarantee sales. Can you do as well?

WRITE TO-DAY

NICHOLSON & BAIN

Wholesale Commission Agents and Brokers

HEAD OFFICE, WINNIPEG, MAN.

Branches: **LETHBRIDGE, REGINA, SASKATOON, EDMONTON, CALGARY**

MINCE MEAT

WE are putting up a line of fine **OLD ENGLISH MINCE MEAT** in quart self-sealing glass jars that can be sold retail at 35c. each, and they contain two and a half pounds net. This is the handiest and neatest way to handle Mince Meat, and it is at the same time, the most profitable.

Our Mince Meat is made of the best new fruits and purest spices, put up under the inspection of the Dominion Government and with the greatest care and cleanliness.

Also Sold in 80-lb. Kegs.
40-lb. Kegs.
20-lb. Kegs.
5-lb. Tins.

F. W. FEARMAN CO., Limited
HAMILTON

MINCE MEAT

It is impossible to make anything better than

Wethey's "Home-Made"

It is positively the highest grade mince meat on the market and is sold at a most reasonable price.

We are pleased to quote.

J. H. WETHEY, Limited
St. Catharines, Ont.

"SOCLEAN."

THE DUSTLESS SWEEPING COMPOUND.

25c Pail, 2 doz. in case (4½ lbs.) enlarged size	$4 50
40c Pail, formerly 50c, 2 doz. in case (8 lbs.)	7 20
75c Pail, formerly $1.00, 1 doz. in case (17 lbs.)	6 75

"ANTI-DUST" SWEEPING POWDER.

2 lb. tins, 3 doz. crates, doz.	1 40
5 lb. tins, 1 and 2 doz., crates, per doz.	3 00

STARCH.

THE CANADA STARCH CO., LTD.

EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Boxes.	Cents
Laundry Starches—	
40 lbs. Canada Laundry	.06
40 lbs., Boxes Canada white gloss, 1 lb. pkgs	06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 white.	.06½
200 lbs., bbls., No. 1 white.	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chromo pkgs.	.07½
48 lbs., silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs. Benson's satin, 1-lb. cartons, chromo label	.07½
40 lbs. Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch	.06
(20-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs	.07
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	.07½
6-lb. toy trunks, lock and key, 3 in case	.08
6-lb. toy drum, with drumsticks, 2 in case	.07¾
Kegs, extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½
(20-lb. boxes ¼c higher than (40's.)	

OCEAN MILLS, MONTREAL.

Chinese starch, 48, 1 lb., per cs., $4.80; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz., per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.

No 1's, 95c per dozen.

Individuals, 45c per dozen.

Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz.	0 90
Clear soups, in stone jars, 5 varieties, doz.	1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.

Case of ½-lb., containing 120 packages, per box, $3.00.

Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

THE CANADA STARCH CO., LTD.

CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	2 50
5-lb. tins, 1 doz. in case	2 85
10-lb. tins, ½ doz. in case.	2 75
20-lb. tins, ¼ doz. in case.	2 70
Barrels, 700 lbs.	3½
Half barrels, 350	3¾
Quarter barrels, 175	4
Pails, 38½	1 85
Pails, 25 lbs. each	1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	2 85
5-lb. tins, 1 doz. in case	3 20
10-lb. tins, ½ doz. in case.	3 10
20-lb. tins, ¼ doz. in case.	3 05

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure) 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s., Tins, 2 doz. to case.

Quebec, per case	$1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
British Columbia, per case	2 40

DOMOLCO BRAND.

2s., Tins, 2 doz. to case.

Quebec & Ontario, per case	2 60
Manitoba, per case	3 00
Saskatchewan, per case	3 20
Alberta, per case	3 30
British Columbia, per case.	3 10

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	$0 90
Pint bottles, 3 doz., cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce—	
Cases of 3 dozen	$1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 35
Cases of 3 doz. ½-pints	2 25

STOVE POLISH.

JAMES DOME BLACK LEAD.

6a size, gross	$2 40
2a size, gross	2 50

NUGGET POLISHES.	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleaner	1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch, 6s	45
Black Watch, 12s	45
Bobs, 5's and 10's	39
Bully, 6s	44
Currency, 6½s and 12s	39
Stag, 5 1-3 to lb.	39
Old Fox, 6 lb. boxes	40
Pay Roll Bars, 7½s	59
Pay Roll, 7s	59
War Horse, 6s	42
Plug Smoking, Shamrock, 6s, plug or bar	45
Rosebud Plug, 7s	50
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking — Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

TEAS.

THE "SALADA" TEA CO.

East of Winnipeg.

	Wholesale	R't'l
Brown Label, 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	80

LUDELLA.

In 30, 60 and 80 lb. cases.

Black, Green or Mixed.

Blue Label 1s	0 20
Blue Label ½s	0 21
Orange Label 1s	0 23
Orange Label ½s	0 24
Brown Label 1s and ½s	0 28
Brown Label ¼s	0 30
Green Label 1s and ½s	0 35
Red Label ½s	0 40

MELAGAMA TEA.

MINTO BROS.

45 Front St. East.

We pack in 60 and 100-lb. cases.

All delivered prices.

	Wholesale	R't'l
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼.	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JAMS AND JELLIES.

T. UPTON & CO.

Pure Fruit Jams—Raspberry & apple, Strawberry and apple, peach and apple, plum and apple, red currant and apple, black currant and apple, cherry and apple, apricot and apple, gooseberry and apple, huckleberry and apple, fig and apple, 12 oz. glass jars, 2 dozen in case $1.00 per doz.; No. 2 tins, 2 dozen in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37 1-2c. per pail; No. 7 tin pails, 6 pails in crate, 52 1-2c per pail; No. 7 wood pails, 6 pails in crate, 52 1-2c per pail; 30 lb. wood pails, 7 1-4c. per lb.

Packed in assorted cases or crates if desired.

Pure Fruit Jellies — Raspberry, strawberry, black currant, red currant and pineapple flavors, 9 - oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz. glass jars, 2 doz. in case, $1.[illegible] per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; No. 7, tin pails 6 in. crate, 52½c; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade — Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57¼c per pail; [illegible]0-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen	$0 90

List Price.

"Shirriff's" (all flavors), per doz.	0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c packages	1 15

Ripe, Sweet Florida Oranges

Genuine Parson Brown Variety.
Florida's Sweetest and Earliest Orange.

Must be eaten to be appreciated.
Special offering:

Full car Late Red Cranberries.
Prices will be higher.

Almeria Grapes. **New Dates.**
Fancy Apples.
Florida and Jamaica Grape Fruit.

White & Co., Limited
Wholesale Fruit and Fish
TORONTO and HAMILTON

Oranges

Fancy Oranges — Parson's Brown's — a smooth, thinned-skinned, sweet, juicy orange.

California Late Valencias.—We have a few small sizes left at special prices to clean up.

Sonoras—A good cheap orange.

California Navels.—Our first car now due.
Quality reported to be very fine.

Fancy Grape Fruit

Floridas and Jamaicas in all sizes. Get our prices.

THE HOUSE OF QUALITY
HUGH WALKER & SON
Established 1861
Guelph and North Bay

GERMAN-QUALITY-SAUSAGE
J.M. SCHNEIDER & SONS LIMITED
BERLIN, ONT.
TRADE-MARK-REG

German Eagle Brand Products

Now is the best time to start handling

PURE COUNTRY PORK SAUSAGE

Contains nothing but Pork Meat

J. M. Schneider & Sons Limited.
HIGH GRADE GERMAN SAUSAGE
PORK PACKERS

APPLES

Before purchasing write for our quotations on the famous **Georgian Bay** apples. We will be packing from five to ten thousand barrels.

LEMON BROS.
Owen Sound, Ontario

The general satisfaction given by

St. Nicholas
Home Guard
Queen City
Puck
Kicking

makes the Lemon Business the ideal feature of the Retailer's Fruit Department.

J. J. McCABE
Agent
Toronto, Ont.

$2.50 For Nothing!

MACLAREN'S LATEST PREMIUM

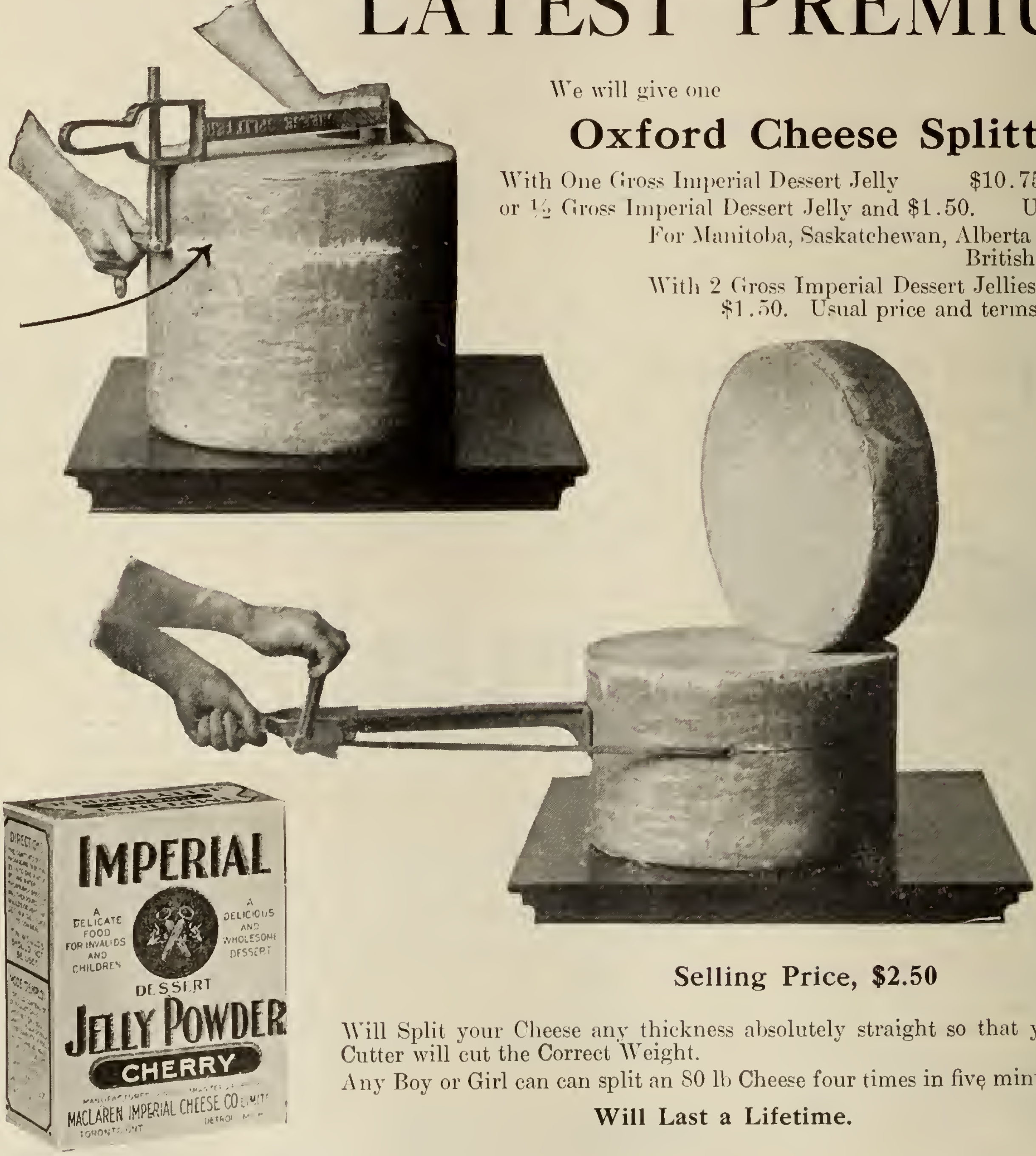
We will give one

Oxford Cheese Splitter

With One Gross Imperial Dessert Jelly $10.75 Per Gross or ½ Gross Imperial Dessert Jelly and $1.50. Usual terms.

For Manitoba, Saskatchewan, Alberta and British Columbia:

With 2 Gross Imperial Dessert Jellies or 1 Gross $1.50. Usual price and terms.


IMPERIAL
A DELICATE FOOD FOR INVALIDS AND CHILDREN
A DELICIOUS AND WHOLESOME DESSERT
DESSERT
JELLY POWDER
CHERRY
MACLAREN IMPERIAL CHEESE CO LIMITED
TORONTO, ONT
DETROIT

Selling Price, $2.50

Will Split your Cheese any thickness absolutely straight so that your Cheese Cutter will cut the Correct Weight.

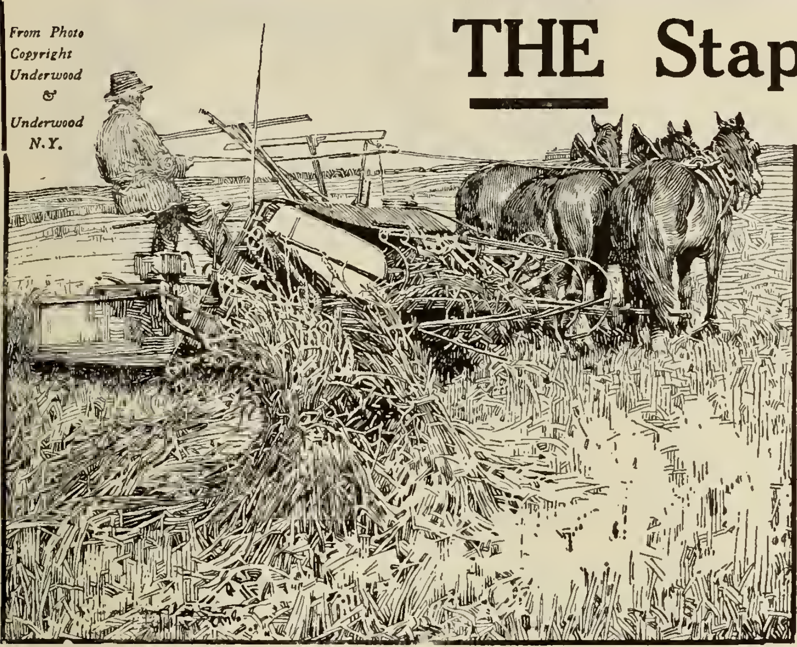
Any Boy or Girl can can split an 80 lb Cheese four times in five minutes.

Will Last a Lifetime.

Order through your Jobber or direct from

MacLaren Imperial Cheese Co., Ltd., Toronto

Sole Agents for Oxford Cheese Splitter.



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THE Staple Food

is wheat—and always has been.
"Force" is made from the finest grades of Canadian wheat—WHOLE WHEAT, cooked with barley malt, baked and rolled into crisp flakes.
Of course "Force" is a staple—and a steady seller too.

"FORCE"
TOASTED WHEAT FLAKES

Made by **THE H-O COMPANY, Hamilton, Ont.**

BISCUITS
from the Old Country

Notice to Grocers and Stores in Canada

McVitie & Price, Limited

are now sending regular supplies of their biscuits to Ontario, Quebec, Manitoba, Alberta, Saskatchewan, British Columbia and the Yukon Territory.

When you sell **McVITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods noted for their excellence and absolute purity.

AGENTS:

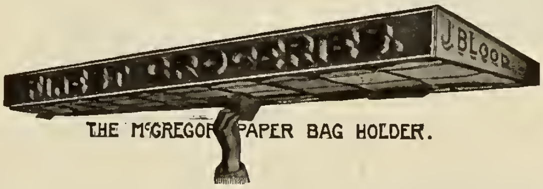
Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG
Alberta
CAMPBELL, WILSON & HORNE, Limited,
CALGARY, EDMONTON AND LETHBRIDGE
British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St., VANCOUVER

BUY
"Redona" and "Matador"
SHELLED
ALMONDS

The most popular amongst the Grocery and Confectionery Trades

COSMELLI & COMPANY

Packers and Shippers of the well-known Red "C" and Red "B" Fruit Pulps.
Monument Buildings, London, England



THE McGREGOR PAPER BAG HOLDER.

HOLDS EVERY SIZE BAG FROM ¼ TO 10 LBS.

hangs right above the counter ready for use. Saves time, space and waste in bags. No hole punching or any extra trouble whatsoever, simply lay the bags in their respective compartments. Quicker service a certainty. No up-to-date store should be without one.

Selling Agents for Canada:
KILGOUR BROS.
21-3 Wellington St. W., Toronto

O. P. McGREGOR
Patentee and Manufacturer
411 Spadina Ave., Toronto

TWO CENTS PER WORD

with a Want Ad. in this paper.
You can talk across the continent for two cents per word

EVERY POUND OF ANCHOR BRAND FLOUR

has character in every ounce

because extreme care, watchfulness, ability, integrity, the most modern equipment and only the choicest Western Spring Wheats form the complement that obtains the highest possible quality every day in the year.

The most searching analysis and tests make uniformity certain.

As rapidly as people learn all the facts about Anchor Brand Flour, they are satisfied only with this Brand.

Anchor Brand Flour is better because the trouble and expense are taken to make it better.

Standard Prices—Worth More.

Free samples for Missourians will be sent to Dealers and Bakers for distribution.

Leitch Brothers' Flour Mills, Ltd.

Oak Lake,, Manitoba

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

JOHN P. MOTT & CO.

MANUFACTURERS

HALIFAX, NOVA SCOTIA

Superlative Quality Consistently Maintained

Malcolm's preserved milk products are noted for their high and unvarying quality—only the richest and purest cow's milk being used.

Grocers should tone up their stocks with the Malcolm lines. Your customers will appreciate them.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c per 100 lbs.

St. George Evaporated Milk, 4 doz. in case	$3.60
Princess Condensed Milk, 4 doz. in case	4.50
Banner Condensed Milk, 4 doz. in case	5.25

J. Malcolm & Son, St. George, Ont.

The Profitable Sardines

Your most particular buyers will be elated when they open a tin of "King Oscar" brand Sardines.

They are of uniform size, carefully packed in highest grade olive oil.

You will make no mistake if you stock "King Oscar" Brand. They produce satisfaction, and incidentally profit.

Canadian Agents:

J. W. Bickle & Greening
(J. A. Henderson)
Hamilton, Ontario

By Special
Royal Permission

MINCE Sterling BRAND MEAT

Made from the purest ingredients

Order your stock regularly

Sterling Brand Mince Meat is the old-fashioned mince meat which long experience, pure, fresh ingredients and unlimited facilities can alone produce.

Sterling Brand Mince Meat gives the retailer a good sound profit, and his customers absolute satisfaction. Order your supply now for the winter and fill the pre-Christmas demand. Your customers will appreciate the Sterling quality. Sterling brings repeat orders.

The T. A. Lytle Company, Limited

"Canada's Largest Pickle Industry"

STERLING ROAD. - . - TORONTO

WARNING!

CRESCENT BM&Co TRADE MARK BRAND

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER, MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED

WINN & HOLLAND, Agents
MONTREAL

TEA LEAD

(Best Incorrodible)

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS Ltd.

Tel. Address: "Laminated," London. LIMEHOUSE
A.B.C. Codes used 4th & 5th Editions LONDON, E., Eng.

Canadian Agents:
HUGH LAMBE & CO., TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

ZIP HAND CLEANER

Cleaned Hands before the other preparations were known. Manufactured long ago from a formula resulting from years of study, ZIP to-day holds premier place amongst hand soaps.

ZIP ZIP ZIP

Get that little word. "Zip" up your sales to high gear. Zip does just what the others do, but a great deal better.

Ask us about our premium plan. It increases sales all along.

The Zip Mfg. Company, - Sutton, P. Q.

AGENTS:—R. E. Boyd & Co., Montreal; The Harry Horne Co., Toronto; Leadley & Co., Winnipeg; A. Francois Turcot, Quebec, Que.; C. O. Genest & Fils, Sherbrooke, Que.

BOVRIL

makes
rich
red
blood

*a firm step
and strong
muscles*

The wonderful body-building power of **Bovril** is a fact scientifically established by the remarkable experiments made by one of the leading physiologists in England, and recently reported to the British Medical Association. Since the announcement of these tests of **Bovril** upon human subjects, showing the body-building power of **Bovril** to be from ten to twenty times the quantity taken, the sale of **Bovril** has increased enormously throughout the world. It will pay you to handle **Bovril** and **Bovril Cordial.** Recommend the eight ounce and sixteen ounce bottles to your patrons as the most economical sizes.

Bovril Limited
25-27 St. Peter St.
MONTREAL

When it's Coffee Essence be sure it is "DISTIL"

When a customer asks for Coffee Essence, give her **Distil.** It gives the highest degree of satisfaction, because it imparts a true, rich Mocha and Java flavor.

Distil has been the leading Coffee Essence in Great Britain for over a quarter of a century, and has received 22 prize medals for quality. Price $5.80 per case of 4 doz. 5 oz. bottles.

Order direct from
The Harry Horne Co., **Toronto**
or
Leadley Limited, **Winnipeg**

Agents wanted for Vancouver, Montreal and St. John. Correspond with The Harry Horne Co.

The Distil Mfg. Co. Limited
London, Eng.

CLEAVE'S Devonshire Cream CHOCOLATE

Unrivalled!

The Cleave line of chocolates are necessary to your confectionery department if you wish to swell both sales and profits

ATTRACTIVE 5 cent LINES

Devonshire Cream Chocolate (Plain)
" " " Hazel-nut
" " " Macaroon
Superb Lunch Chocolate (Plain)
Chocolate Ice Wafer Biscuits
and other popular sellers made by

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

Write for Prices to Wholesale Agents
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COOK'S FRIEND BAKING POWDER

on the market for over 50 years. Only best quality ingredients used—contains no alum.

If you want your customers to come back and send their friends, give Cook's Friend all the prominence you can.

Ask Your Wholesaler

W. D. McLaren, Limited, Montreal

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are made good enough to guarantee. They recommend themselves and sell themselves wherever introduced. Is the best any too good for your trade?

Litster Pure Food Co.,
Limited
TORONTO

The Finest Scotch Jams

JELLIES AND MARMALADES

Cairns' Jams and Preserves have a wide-spread fame for their exceedingly high quality. They are the outcome of a desire to produce jams, etc., with the true, delicious flavor of the fresh picked fruits. Grocers everywhere stock Cairns' Jams, Jellies, Marmalades for their best trade—the trade that appreciates quality.

Cairns have for years supplied the Royal Table.

Alexander Cairns & Sons

PAISLEY, SCOTLAND

CANADIAN AGENTS:

SNOWDON & EBBITT, Montreal, Que.
NELSON, SHAKESPEARE, WATKINS, LTD., Vancouver, B.C.

The orders from Grocers throughout Canada for

D.W.C. Spanish Olives

are increasing every year, and this season's trade is so large as to establish their popularity more firmly than ever. Place your order now for the Fall and Holiday trade.

Rowat & Co.

Glasgow, Scotland

CANADIAN DISTRIBUTORS

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Rose Quesnel

Smoking Tobacco

King George Navy Plug

Chewing Tobacco

THESE are two lines of tobacco that you should handle. They produce a good profit, are made of a fine blend of tobacco, are fragrant and non-irritating.

Rose Quesnel Smoking tobacco is deliciously cool and sweet. It gives a pleasant smoke. **King George Navy Plug** appeals to the man who chews either in moderation or extensively. It is sweet, and does not irritate the throat.

Let us send you a trial order.

Rock City Tobacco Co.

LIMITED

QUEBEC

Pacific Coast Halibut and Salmon

FRESH AND FROZEN

Order your Pacific Coast Frozen Halibut and Salmon for next Winter's requirements from

The Canadian Fishing Company, Limited

VANCOUVER, BRITISH COLUMBIA

Write for prices and information.

We produce and ship all kinds of Pacific Coast Fish—Fresh—Frozen—Salt—and Smoked.

Quality and Service Unsurpassed

Quality Counts

DO YOU KNOW THAT OUR

BROOMS

ARE MADE TO BRING REPEAT ORDERS, AND THEY DO.

TRY THEM!

Walter Woods & Co.

Hamilton and Winnipeg

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the pick of the fisherman's catch

BRUNSWICK BRAND

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
HERRINGS IN TOMATO SAUCE
Breakfast Delicacy
PREPARED BY
CONNORS BROS LTD
BLACK'S HARBOR, N.B. CANADA
Diploma awarded at St John Exhibition 1895
THEY SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

Located as we are in close touch with very fine fishing grounds, we have the choice of the fisherman's catch.

Our plant is modern in every way, strictly sanitary and is operated under ideal conditions. This insures the very best results in our products. High quality is the key-note of Brunswick Brand Sea Foods. They are proven big sellers and profit producers.

Order Brunswick Brand for your Winter's Stock.

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
KIPPERED HERRINGS
Breakfast Delicacy
PREPARED BY
CONNORS BROS LTD
BLACK'S HARBOR, N.B. CANADA
Diploma awarded at St John Exhibition 1895
THEY SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

CONNORS BROS., LIMITED

BLACK'S HARBOR, N.B.

AGENTS:—Grant, Oxley & Co., Halifax, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. de Carteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Victoria, B.C.

KNOX
Knox Pure Plain Sparkling No 1 Gelatine
Knox Acidulated No 3 Gelatine
Knox Pure Sparkling Acidulated No 3 Gelatine
Charles B. Knox Co.

They All Want KNOX GELATINE

KNOX GELATINE is always in demand. Each package makes TWO FULL QUARTS of delicious jelly. It is easy to prepare. KNOX SPARKLING ACIDULATED 3-lb. package contains an extra envelope of LEMON FLAVOR, ready for use. All these points in favor of KNOX GELATINE have been extensively and persistently advertised, with the result that KNOX GELATINE is a lively, steady seller at all seasons. Grocers everywhere find it the best gelatine to push, not only because it pleases customers, but, also on account of the good profit they make out of the retail price of fifteen cents per package. Are you getting YOUR share of sales?

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JOHNSTOWN, N.Y.
Branch Factory, Montreal, Canada

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations

272 Pages Bound in Cloth

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"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

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EPPS COCOA IS MADE FROM THE FINEST SELECTED COCOA BEANS AND BY OUR SPECIAL PROCESS THE HIGHLY NUTRITIOUS BUTTER OR OIL CONTAINED IN THE NATURAL COCOA IS MADE SOLUBLE AND EASY FOR DIGESTION.

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Gentlemen:—Please send particulars of your SPECIAL OFFER and oblige.

Name ....

Address ....

D. & J. McCALLUM

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SCOTCH WHISKEY

is known throughout the Canadian trade as the finest flavored Scotch on the market. It hasn't that smoky flavor of most Scotch Whiskies. It represents customer satisfaction and good profits.

Wm. E. McIntyre, Limited
23 Water Street, St. John, N.B.
GENERAL AGENT

THE SECRET OF SUCCESSFUL BAKING!

"It all depends, madam, on the kind of baking powder you use

"White Swan Baking powder makes every baking an assured success, because it is chemically pure and its materials are accurately combined by experts to give proper strength.

"You can always rely on White Swan to produce light, sweet, digestible and wholesome biscuits, cakes and pastry

Scientific Reasons

Baking Powder is primarily a preparer of food, when mixed under proper conditions a chemical reaction takes place, giving off a leavening gas. The residue left in the food you eat is not the original baking powder but an entirely new substance.

In cream of tartar baking powders, the residue in the food is 70% of its weight Rochelle Salts, which are medicinal and harmful to the system when taken this way.

White Swan Baking Powder is a phosphate, leaving only a 30% residue, which is a fibrous bone building substance—recommended by authoritative physicians as the best baking powder for kitchen use. Order it from your grocer—in 10c or 25c tins.

White Swan Spices & Cereals Limited, Toronto

1

"Surity of Purity"

Big Profits for White Swan Dealers

This advertisement in reduced form is now appearing before Canadian housewives everywhere with the most profitable results to every dealer carrying White Swan Baking Powder. It is the first of a new instructive series that appeals to every woman.

The dealer with the White Swan tins on his shelves is gratified to see them moving steadily and surely to the demands of his customers, with increased profits for himself.

If you wish to share in these profits, write to us for further information, or our salesman will call on you.

White Swan Spices and Cereals, Limited
TORONTO

HIRONDELLE
(Swallow Brand)

The brand of Canadian Macaroni, Vermicelli, Spaghetti, etc., that is unsurpassed by any imported.

All dealers should satisfy themselves on this point by asking their wholesalers.

The price for both dealer and customer is right, while the profits are excellent.

C. H. Catelli Company, Limited
MONTREAL, CANADA

**Mr. C. C. Mann, 517 Board of Trade Bldg
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Pure Pork Sausages

Most boys and girls too, who were raised on the farm can remember with "a watering mouth" the real old home-made sausages. It is this delicious old-fashioned taste that has popularized Elgin Brand Pure Pork Sausages and given them a tremendous sale.

We handle only the best grade meat and dairy products.

Write for Post Card Order Book to-day.

The St. Thomas Packing Co.
LIMITED

Pork Packers and Provision Merchants, Pork, Pork Products and Beef, Butter, Eggs and Cheese.

ST. THOMAS, ONT.

Wholesale Branches at Windsor and London, Ont.
Let us send you one of our post card order books.

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O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples.

Ingersoll, - - - Ontario.

Established 1886.

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Satisfaction and profits with every sale. We want more agents. Write

Augustin Comte & Co.,
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COCO-BUTTER

Here's a line that sells. Reduces cost of "cooking butter." A splendid substitute. More profitable for you also. 100% Vegetable Fat. Never Goes Bad.

NO CHANCE OF LOSS.

Colonial Coco-Butters, Ltd., Montreal

HENRI DE LEEUW

MERCHANDISE BROKER

28 Front Street East, - TORONTO

Offers for ROYAL RICE MILLS, HOLLAND, Now Crop Java, Siam, Bassein, Japan, Carolina (im.) at lower prices than competitors. Standard lines only.

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12-DOZ. EGG CASES

The Trent Mfg. Co., Limited
Trenton, Ontario, Canada

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OF ALL KINDS
FRESH BITTER ORANGES and LEMONS
PEELS IN BRINE.

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London Bridge. London Eng.

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

WRITE TO
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If you are interested in Irish trade.

A want ad. in this paper will bring replies from all parts of Canada.

Did you ever count up your EDLESS losses?

Every business has to meet certain losses that no ordinary forethought could avoid. But how much did YOU lose during the past year THROUGH BAD ACCOUNTS? You probably lost a good deal of money AND SEVERAL customers. What are you going to do about it?

ALLISON'S COUPON BOOKS

will insure you against MOST of the loss if you use them properly, and save you the customers that are worth saving besides. Allison Coupon Books will cost you perhaps 1 per cent. of what they save you.

How They Work

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front, which becomes, then, his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes. For Sale Everywhere by Jobbers.

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GRATTAN & CO., LIMITED

ESTD. 1825
The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C.

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have an established reputation for uniformity of quality and general excellence. Keep it displayed on your counter and watch the demand grow.

HOLLAND RUSK COMPANY
HOLLAND, MICH.

BLACK JACK

QUICK
CLEAN
HANDY

FINEST IN THE WORLD
FOR PARLOR STOVES, PIPES AND RANGES
APPLY EVENLY WITH A DAMP WOOLEN CLOTH.
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BLACK JACK
PASTE
STOVE POLISH
THE NICKEL PLATE STOVE POLISH COMPANY LTD.
WINDSOR, ONTARIO.

TRY IT

SOLD BY ALL JOBBERS

¾-lb. tins—
3 doz. in case

Canada's National Metal Polish

Made in Canada—Sold Across Canada

Bon Ton
CREAM

—Polishes in half the time.
—No Shaking—No Sediment.

Already proved by large users, provided now for all users. Prices are lower because the duty on imported polishes is saved.

Have the best goods. It pays all Wholesale Grocers

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Advertisements under this heading, 2c per word for first insertion, 1c, for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

WANTED

AGENT WANTED IN EVERY TOWN IN Canada. Make money spare time and evenings. Write now. Lock Box 120, Davenport, Iowa.

WANTED — RELIABLE REPRESENTAtives for different territories to handle Mackintosh's Famous Toffee. State experience and lines now handling. Apply Capitol Toffee Co., Ottawa, Ont.

TEA SALESMAN REQUIRES POSITION IN brokers or wholesale firm, twenty years' experience, nine years with present employers. Box 37, Canadian Grocer.

FOR SALE

FOR SALE — FIRST-CLASS GROCERY, good location, good business, five-year lease. Particulars furnished on application. Address Box 384, Napanee.

GROCERY BUSINESS — NELSON, B.C. — turnover $30,000. Stock and fixtures $3,800. Pays owner $3,000 yearly. Good conditions. Unexcelled climate. Opportunity for rustler. Cash only. Write Box 26, Nelson, B.C.

MEAT AND GROCERY BUSINESS FOR sale—established 14 years, Situated in Sydney, Cape Breton, on corner Victoria and Laurier streets, in rapidly growing location. Modern equipment. 2 delivery outfits, two computing scales, safe, two cash registers, sausage motor and mixer, McCaskey register. Cause for selling, ill-health. Communicate to J. H. Quick.

FOR SALE — GROCERY AND BAKERY business, doing twelve thousand loaves of bread per week, bread sells at thirteen loaves for one dollar retail, and seventeen for one dollar wholesale. $2,500.00 will handle this, balance arranged to suit purchaser. Store, dwelling and large two-storey bakery equipped with modern machinery, can be leased for a term of years at a very moderate rent. Present owner has made over $20,000.00 out of this business in six years. For further particulars address J. Wismer, Fort William. Ont.

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BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor, either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

MODERN FIREPROOF CONSTRUCTION—Our system of reinforced concrete work—as successfully used in many of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St., West, Toronto.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

COUNTER CHECK BOOKS — WRITE US to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating counter check books, and single carbon pads in all varieties. Dominion Register Co., Ltd., Toronto.

PENS—THE VERY BEST PENS MADE ARE those manufactured by William Mitchell Pens, Limited, London, England. W. J. Gage & Co., Limited, Toronto, are sole agents for Canada. Ask your stationer for a 25c assorted box of Mitchell's Pens and find the pen to suit you.

THE "KALAMAZOO" LOOSE LEAF BINDER is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMpany guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00. $15.00 and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide St. W., Toronto, Canada.

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EGRY BUSINESS SYSTEMS ARE DEVISED to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

BUSINESS-GETTING TYPEWRITTEN LETters and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms. real printing for stationery and advertising. saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited. 129 Bay St., Toronto.

ACCURATE COST KEEPING IS EASY IF you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

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Sell UP-TO-THE-MINUTE Delicacies.

MAPLEINE

is one of the good ones. How's your stock? Order of Your Jobber or Frederick E. Robson & Co., 25 Front St. E., Toronto, Ontario. Mason & Hickey, 287 Stanley St., Winnipeg, Man.

The Crescent Mfg. Co.
SEATTLE, - WASH.

LAW

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Few, however, have the time to read the many and complicated volumes of the country's laws and statutes. and for the benefit of the hustling business men a concise and understandable book has been prepared. It gives all the necessary laws and information regarding merchandising, including the renting of a store, buying property, collecting debts, etc. This book, the

Digest of Canadian Mercantile Laws

is a ready reference, a valuable guide in daily business, and is saving many dollars.

No work published in Canada equals it for business men.

A veritable consulting library on this one line so universally needed.

Based on Dominion and Provincial Statutes and Court Decisions.

Indorsed by barristers, sheriffs, magistrates and conveyancers.

Recommended by the Ontario Institute of Chartered Accountants.

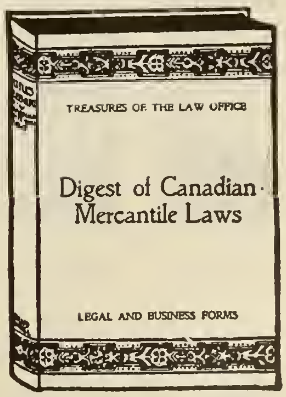
Used by more accountants, bankers and business firms than any other work on the subject. Forwarded direct post free on receipt of price.

Keep the book ten days, and if it is not satisfactory, return it and get your money back. If remitting by cheque, make **same payable at par**, Toronto.

Eastern Edition, Price, $2.00

Special Western Edition, $2.50

To meet the needs of subscribers in New Ontario and the Western Provinces, where land is under The Land Titles System of Registration, an Appendix of 16 pages, containing a synopsis of the Land Titles Acts, has been added to our regular edition, thus constituting a special "Western Edition." Price $2.50.


TREASURES OF THE LAW OFFICE
Digest of Canadian Mercantile Laws
LEGAL AND BUSINESS FORMS

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"Preserve" Its Health

by putting in a strong supply of
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128 Years of Success

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Le Soleil

There's
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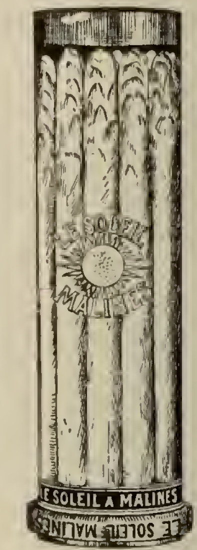
in Business
when these
are handled.



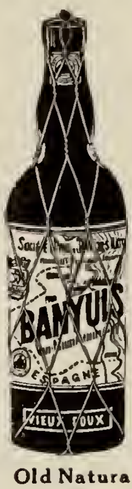
A Quintette with a reputation

"Favorito" "Phil Richard" "Bacchus" "Banyuls Bartissol"

Sherry

Cognac

The Appetiser



Old Natural Wine

Wiser's Red Letter

Rye Whiskey

Doctors freely recommend these Tonic Wines for convalescents. Always have a stock. **Miller's Malt Extract** should find a place on your shelves as well. Write

Laporte, Martin, Limitee, Montreal

Temporary Phone, E. 4787

T&N

For Quick Packing, Room Saving

use the T. & N. Folding Cellular Board Freight Boxes

If you pay freight charges on the goods you ship, why not save by using T & N folding cellular board Freight Boxes? If your patrons pay, why not make yourself strong with them by saving half the weight on the packing case.

These boxes are strong, withstand the shock of freight shipping, are quickly and easily packed without nailing or wiring. They come "knocked down" and therefore take up the minimium amount of room in your shipping department. They are cheaper than wood boxes too.

They're worth looking into. Let us know your requirements. Fill out coupon and send to us to-day.

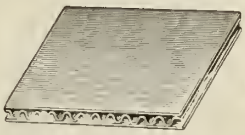
The Thompson & Norris Co.
***of* Canada, Limited**
NIAGARA FALLS, Ont.

Brooklyn, N.Y. Boston, Mass. Brookville, Ind
London, England Julich, Germany

The THOMPSON & MORRIS Co. of Canada, Limited, Niagara Falls, Ont
Send particulars.

Name ....

C.G. **Address** ....



Cellular Board 'double faced corrugated. Made by T. & N. special process.

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For Your Business' Sake

READ

THE FINANCIAL POST!

Recently one of the largest wholesale houses in Canada — a firm who are unusually strong financially—read the "Business Outlook" article in The Financial Post. They not only immediately sent their subscriptions for a year, but asked The Post to send them 100 copies for distribution among a few of the leading retail houses with whom they do business.

A year ago, when leading financiers stated openly and publicly that Canada was on the threshold of two years of the greatest prosperity in its history, The Financial Post, in its weekly article on the business outlook, expressed a difference of opinion from this view and urged caution. It frankly told its readers that the money situation looked doubtful, and said that until conditions improved, wholesale merchants, manufacturers, retailers and business men generally should not embark on new developments unless they had ample capital of their own without borrowing from the banks, and then, only when it was absolutely necessary. By new developments The Post meant extensions of buildings or stores. At the same time The Post advised that the strictest attention be paid to collections; urging insistence upon the general public paying up everything it owed. The readers who acted on The Post's advice are in a much better position in every way than those who were not readers and who acted otherwise.

The Financial Post of Canada has excellent sources of information on financial, business and crop conditions, not only in Canada, but in United States and in the financial centres of Europe. As a matter of fact, one of the earliest hints last year of coming financial stringency came direct to The Post from one of the largest financiers in Europe, and came to The Post before it came even to the leading Canadian bankers.

In consideration of these facts, no business man in Canada can afford to be without The Financial Post. Simply initial the attached coupon and pass to your cashier for attention.

TO CASHIER

Initial of
Head of Firm
or
General Manager

The Financial Post of Canada 1913
143-149 University Ave., Toronto

Please send the Financial Post for a period
of x[4 months / 8 months / 12 months] for which we enclose x[$1.00 / $2.00 / $3.00]

NAME..
Number and Street...
City or Town...Prov. ....

x Strike out periods not ordered.

GROCER

THE NAME "FAIRBANK" MEANS SOAP SURETY

FAIRY SOAP

FAIRY SOAP QUALITY. No better soap can be made; your customers can't buy better for five times the 5 cents they pay for it.

FAIRY SOAP ADVERTISING. The extensive advertising that helps the sale of every Fairbank product has made the pure, white, sweet floating oval cake known to women everywhere.

FAIRY SOAP SALE. Because of the combination of exceptional quality and extensive advertising, all you need do is display Fairy Soap prominently to enjoy a steady stream of profits from its persistent sale to pleased customers.

"Have you a little 'Fairy' in your home?"

The N. K. Fairbank Company,
LIMITED, - - MONTREAL

Sanitary Cans

"The Can of Quality"

Baked Beans, Soups, Meats and Milk.

Enamel Lined Cans for Strawberries, Raspberries, Beets.

Sanitary Can Co., Ltd.,
NIAGARA FALLS, ONT.

Five Roses Flour

Not Bleached **Not Blended**

WE QUOTE:

Truro, N.S., Nov. 10, 1913.

"I have heard a great lot about your "wonderful cook book from a friend "and would be more than pleased to "get one. I am keeping a boarding "house and have thirty-two boarders. "I have used your flour for TEN "years and would not use any other."

Mrs. Leonard D. MacKenzie,
Carvell Hall, Truro, N.S.

THIRTY-TWO boarders in one house means thirty-two chronic kickers. When you have found a flour that satisfies the infinite demands made upon it by a hungry boarding-house which must keep pleasing its patronage to exist, and when this flour satisfies for years, what greater proof could YOU ask, Brother Grocer?

Unsolicited, mind you, besides enclosing actual money for the FIVE ROSES cook book, Mrs. Leonard D. MacKenzie, of Truro, says she for one will buy no other flour but FIVE ROSES.

There are in Canada thousands of women urging their friends to use FIVE ROSES for every imaginable purpose. Why not turn into actual dollars and cents this loyalty which FIVE ROSES inspires?

Ask your jobber or write nearest office.

PACKED to suit all requirements in bags of 7, 14, 24, 49 and 98 pounds; also barrels of 98 and 196 pounds.

LAKE OF THE WOODS MILLING CO., LIMITED

Montreal Toronto Ottawa London St. John
Keewatin Winnipeg Vancouver

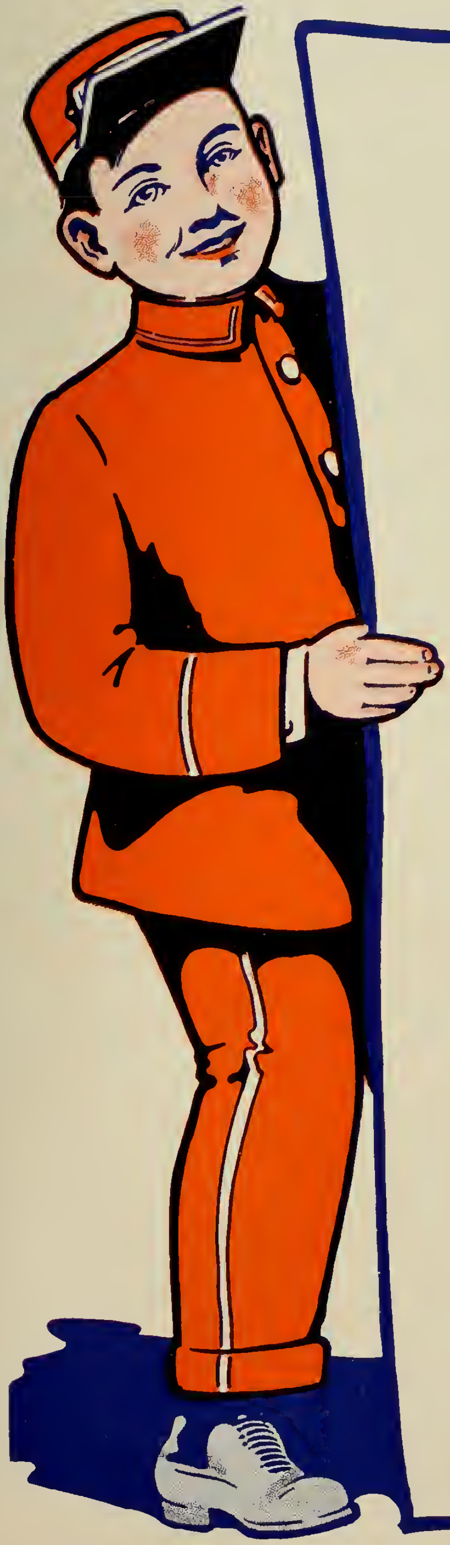
"The House of Character" *Capacity 11,500 bbls.*

THIS IS THE 1,355th ISSUE OF

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII. PUBLICATION OFFICE: TORONTO, NOVEMBER 28, 1913 No. 48



A Message To Grocers

It is significant the way **POSTUM** is forging ahead. It fills a human need—people like it, and buy it.

Eighteen years ago Postum began its appeal and it has been growing stronger every year, until now **Postum** is a household word the Dominion over, and a staple in the stock of most first class grocers.

Behind **Postum** is heavy, continuous advertising; a selling policy that is stable, sane and sound; and good, clean profit—

The sale of every package is guaranteed!

Postum now comes in two forms—

Regular Postum—must be well boiled.

Instant Postum—(the new form) is a soluble powder. A spoonful dissolves quickly in a cup of hot water and, with sugar and cream, makes a delicious beverage **instantly.**

"There's a Reason" for POSTUM

Do you get the message?

Canadian Postum Cereal Co., Ltd., Windsor, Ont.

PURVEYORS OF
JAMS, JELLIES AND
CANNED ENGLISH FRUITS

TO
HIS MAJESTY
KING GEORGE V.

BY APPOINTMENT

Chivers & Sons' Fruit Preserves

have a flavour that is unequalled, being composed of the choicest fresh fruit skilfully prepared. This delicious flavour may be attributed to their method of preserving and packing, almost immediately after the fruit is gathered. This is an advantage obtained by Chivers' factory standing in the midst of thousands of acres of orchards in the finest fruit-growing district of Cambridgeshire.

PURITY—CLEANLINESS—FRESHNESS—are the hall-marks of this world-famed make of food products.

A feature that you will find as a selling point is the careful packing in tins or bottles. By a special process all the tins are prepared so as to prevent the possibility of any detrimental effect on the fruit.

You safeguard your reputation, Mr. Grocer, by stocking foodstuffs of perfect purity and quality—tried and tested. You will find it the means of bringing many repeat orders—at good profit.

ORDER TO-DAY

CHIVERS & SONS, LIMITED

FRUIT GROWERS **HISTON, CAMBRIDGE, ENGLAND**

For samples and quotations apply to the agents:—

THE W. H. MALKIN CO., LTD.
57 Water Street
VANCOUVER, B.C.
(British Columbia and Alberta)

FRANK L. BENEDICT & CO.
45 St. Alexander St.
MONTREAL
(Canada and Newfoundland)

Don't spoil their Christmas Cake by selling hard, dry peels

Whether Orange, Lemon or Citron Peel is wanted you should sell the best, especially when the peel is for the Christmas Cake.

You know what a poor cake means, so be sure you sell only the purest and best ingredients. In selling peels fortify yourself against possible dissatisfaction on the part of your customers as well as on your own part by selling only

"Taylor's" Peels {*Candied or Drained*}

They represent the height of high quality. The essential oil of the imported fruit skins is fully retained, ensuring fullest flavor and tenderness.

Accept no substitute.

Arthur P. Tippet & Co.
Agents
Montreal

Many fines

are being paid by dealers the Country over for selling adulterated foodstuffs

Dealers should accordingly be cautioned by the mistakes of others, and sell only the PURE and GENUINE products. In selling Jams and Jellies the dealer doubly safeguards himself by selling the E. D. S. Brand — guaranteed pure by the makers, and stamped Genuine by the Government inspector. (See Government Bulletin No. 244.)

E. D. S. products are made of the finest home-grown fruits and pure sugar. They are exceedingly popular because of their purity, and they allow a good margin of profit.

100% PURE

100% PURE

E D S

Made only by

E. D. Smith & Son
Limited
Winona, Ontario

AGENTS:

NEWTON A. HILL	Toronto
W. H. DUNN	Montreal
MASON & HICKEY	Winnipeg
R. B. COLWELL	Halifax, N.S.
J. GIBBS	Hamilton

DELICACIES FROM HOLLAND

VICTORIA

Pepperment Lozenges

Guaranteed to contain 99% Pure Sugar and 1% oils and other ingredients. Packed neatly in tinfoil. **Sells for 5c,** and leaves a big profit, therefore a sure seller.

VICTORIA

Cocoa Cubes

One square—one cup. A delicious beverage.

Victoria Biscuits

That dainty, real Dutch, deliciously centred pastry. Too many varieties to specify, so ask for catalogue.

Order from your wholesaler or direct from Agents.

A. J. TEN HOPE
"Victoria Works"
Rotterdam, Holland

Sole Canadian Agent
HENRI DE LEEUW
28 Front St. East, TORONTO

REPRESENTATIVES:

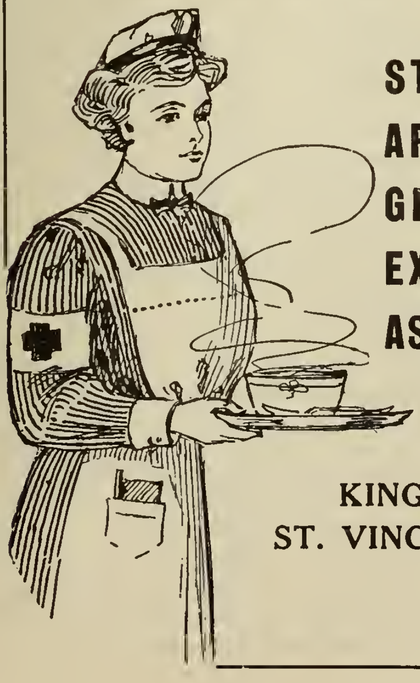
Montreal: Cyril C. Rendell, 205 St. Nicholas Bldg.
Halifax: W. H. Lyne Usher, 270 South Street.
Winnipeg: W. H. Escott Co., Ltd., Bannatyne Avenue.
Vancouver: O'Loane, Kiely Co., Ltd., 127 Water Street.

FOR MANY PURPOSES

ST. VINCENT ARROWROOT has a large variety of uses in the household, also in biscuit and confectionery factories, where this wholesome food has been found a very desirable ingredient in biscuits and chocolates. It has been proven that the public favor the products which contain this food.

It makes an ideal breakfast and is the ideal diet for children and adults, and is a boon to the invalid. It also makes a dainty dessert, is healthful and nutritious.

Wherever introduced it has become immediately popular with an ever-widening circle of users. The demand has always exceeded the supply. We are offering enlarged supply to meet the growing demand. There's money in it for the wide-awake dealer.



ST. VINCENT ARROWROOT GROWERS' & EXPORTERS' ASSOCIATION

KINGSTOWN
ST. VINCENT, B.W.I.

BORDEN MILK Co. LIMITED
EAGLE BRAND
Trade Mark of BORDEN MILK COMPANY LIMITED
EAGLE
GAIL BORDEN
BRAND
by which their Preserved Milk will hereafter be designated and for additional protection against imposition each label will bear the signature.
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.

"Baby's health and happiness is assured by the proper use of

BORDEN'S

Eagle Brand

Condensed Milk"

This is only one of the many endorsations of the value of Borden's Eagle Brand Condensed Milk in the raising of babies. Live Grocers everywhere are making a special point of introducing this famous brand of condensed milk to mothers.

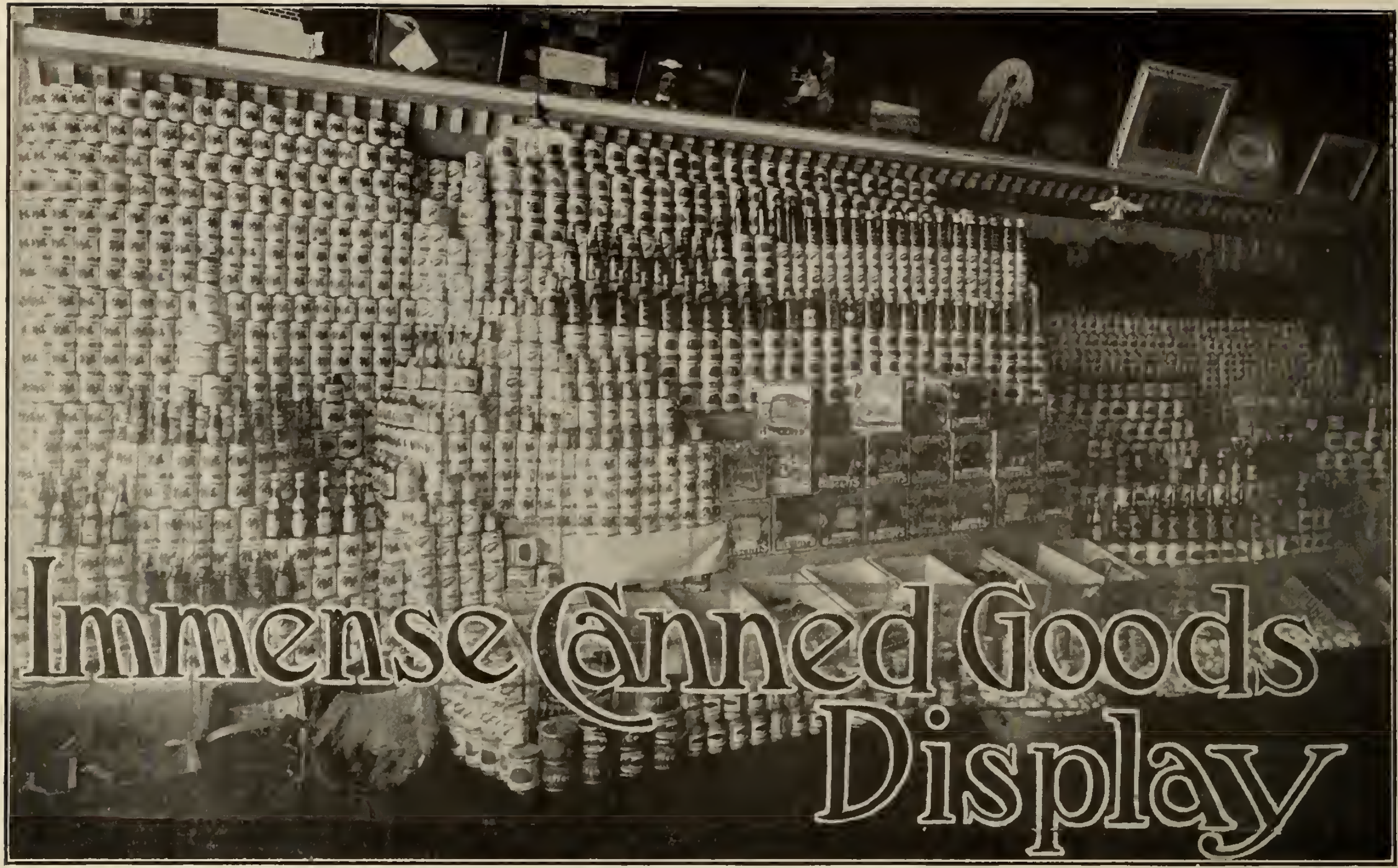
Eagle Brand condensed milk is invaluable to every household at every season of the year. And is a valuable asset to the live Grocer.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.



Immense Canned Goods Display

There has seldom been seen a larger or a more compact display of canned goods than that shown herewith—from the store of W. H. Milling, of Napanee, Ont. Mr. Milling states this display contained at least 2,000 tins of vegetables and fruits—probably the largest ever made in a Canadian grocery store. As one of the salesmen in the store stated, a "few hours" were occupied in building it up.

FALL and winter is truly a canned goods time. Particularly is this the case with vegetables. For, once the frosts begin to come and the snow to fly, vegetables in the raw state evolve into expensive luxuries. This places them beyond the reach of practically everybody.

Here is clearly the opportunity for the retail grocer. Let him begin now to sell canned vegetables; let him push them with all his selling power, and by next June he should have little cause to worry about a hold-over. Prices this year are low and the people will purchase canned vegetables to a greater extent than during several years of the past.

A 2,000 Tin Display.

Down in Napanee, Ont., the citizens pride themselves on many distinctive features. They have a pretty little old-time suspension foot-bridge across a pretty little river. They grow good corn and tomatoes, and the surrounding country lays claim to being rich in subjects for geological studies.

In addition to that, there is a grocery store there with an exhibit of canned goods which is probably the largest ever gotten together in Canada in a retail store. If this record can be broken Canadian Grocer would appreciate a photograph of the exhibit. This display contains at least 2,000 tins.

W. H. Milling, whose store shows such an immense display, did not put the canned goods there without a reason.

They are there for a purpose.

The entire side wall is lined with them from floor to shelf.

They are the most conspicuous line of goods in the big Milling store.

Every person who enters is confronted with "canned goods."

The goods are being sold.

Take Advantage of Low Prices.

This is one year in which every grocer should aim to build up his canned goods business. As before stated, prices are comparatively low. The quality is just as high as ever, if not better. The Autumn season is here and therefore the passing of field vegetables. Around Christmas practically the only vegetables to be had are those in tins. More of these could be sold for the Christmas trade if sales are pushed in good time.

Many grocers during fall and winter sell canned vegetables and fruits by the case. Where a dealer has several good boarding-house customers, with little difficulty almost every one of them would purchase by the case if urged judiciously. The same applies to large families who can afford it.

More Goes Into Consumption.

It should, too, be remembered that every time a case of canned goods is sold it means that the purchaser is going to use more of them. If canned corn, tomatoes, beans and peas are placed in the customer's cellar by the case, more of these goods are bound to be used.

Creating Power of Display.

The W. H. Milling store is a splendid example of the power of the dealer to create demand. This display alone without any further persuasion has been the means of selling goods. It shows the importance of the retailer in this matter of reaching the consumer. It demonstrates the fact that the retailer can move out practically any article of merit he has a mind to by getting behind that article with his display space

In this fall, Christmas and winter campaign, every dealer should see to the canned goods side of his selling.

The possiblities are great.

HAMILTON, Canada.

November 27th, 1913.

Dear Sirs:—

Is there any other kind of staple in your store that shows you the margin of profit canned Vegetables and Fruits do ? THERE IS NOT.

Are YOU making any special effort to increase your sales (likewise your profits) of your Canned Fruits and Vegetables ? IF NOT, WHY NOT ?

We want to help you to increase your sales, for selfish reasons if you like. We therefore refer you to the article on the opposite page, an illustration of how one progressive grocer in a country town built up a large and profitable business in canned fruits and vegetables. READ IT CAREFULLY. It's worth money to you.

DON'T BE SATISFIED WITH ONE TIN ORDERS—ENTHUSE YOUR CUSTOMERS WITH THE ONE CASE OR MORE IDEA—Call attention to the present exceedingly low prices, and how such opportunities in the past have occurred only at long intervals, and MOST IMPORTANT, THAT EVERY TIN GUARANTEED BY THE DOMINION CANNERS IS A REAL GUARANTEE OF QUALITY, and if stored properly will keep indefinitely, until wanted.

We have some attractive advertising matter that will increase your sales.

Yours very truly,

WRD.CK.

DOMINION CANNERS, Limited.

Tartan BRAND
THE SIGN OF PURITY

IN STORE—

Full assortment of Mediterranean and California Dried Fruits, Nuts, etc. Prunes, Figs, Dates, Malaga, Valencia and Sultana Raisins, Thompson Seedless, Seeded Muscatels, Fancy French and Italian Glace and Crystalized Fruits, and Canned Goods.

'Phone at our expense a trial order. We solicit your inquiry.

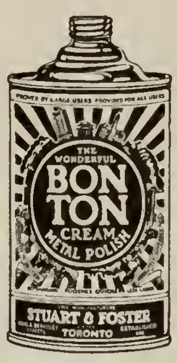
TARTAN Brand Groceries, Spices, Canned Goods are trade winners.

BALFOUR, SMYE & CO., Wholesale and Manufacturing Grocers **HAMILTON**

OLD CALABAR

DOG AND PUPPY BISCUITS

Agent—KENNETH H. MUNRO, Montreal



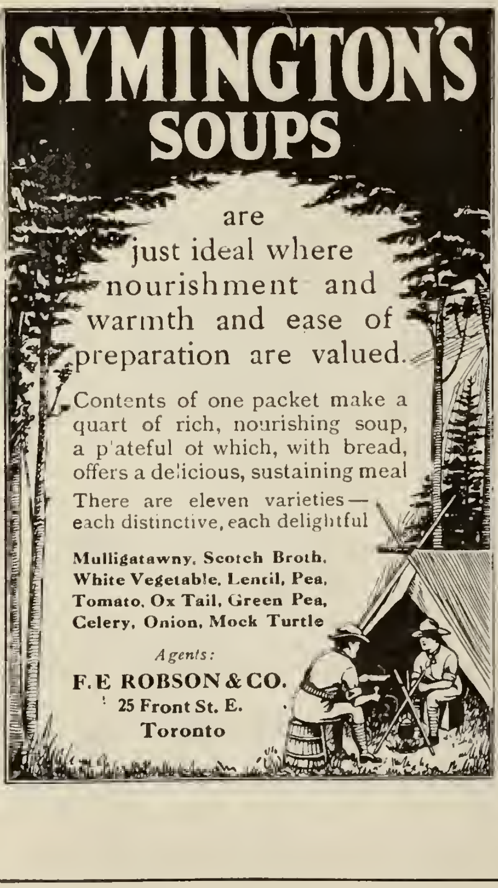
Canada's National Metal Polish
Made in Canada—Sold Across Canada

BON TON
Cream

Polishes in HALF the time
Requires NO SHAKING—no Sediment
PRICES LOWER—saving the duty on imported polishes.

Already proved by large users—Provided now for all users—A provable good article will MULTIPLY Sales.

Appreciation everywhere, your wholesale has it.



SYMINGTON'S SOUPS

are just ideal where nourishment and warmth and ease of preparation are valued.

Contents of one packet make a quart of rich, nourishing soup, a plateful of which, with bread, offers a delicious, sustaining meal

There are eleven varieties—each distinctive, each delightful

Mulligatawny, Scotch Broth, White Vegetable, Lentil, Pea, Tomato, Ox Tail, Green Pea, Celery, Onion, Mock Turtle

Agents:

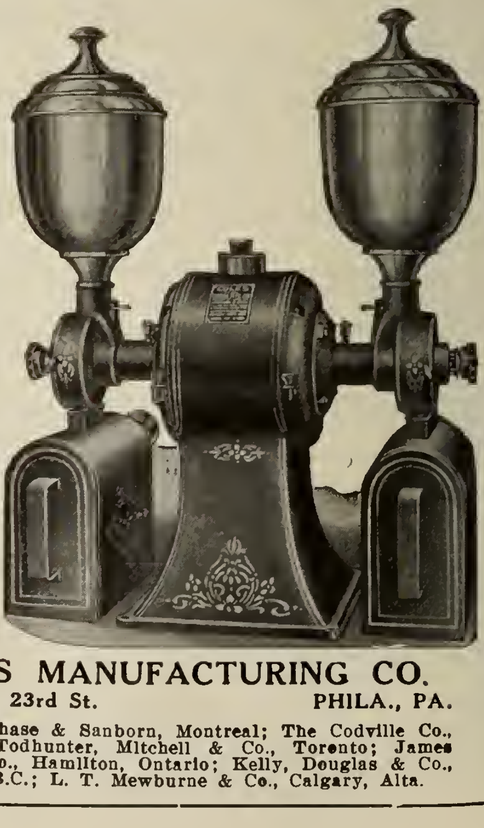
F. E. ROBSON & CO.
25 Front St. E.
Toronto

More Than Ever in a Class by Itself

One of our 12 new models. Wouldn't it be a good idea then to look into the Coles? It ranks with the best and meets your price.

26 models of electric machines.

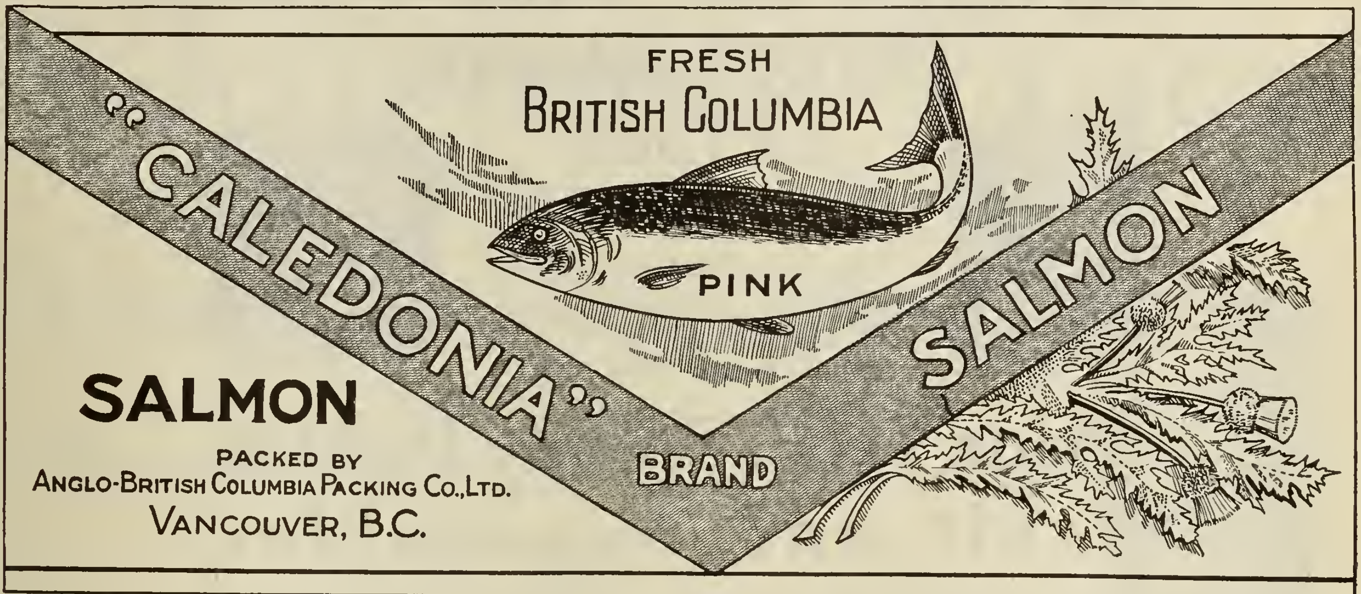
Makers of Hand Coffee Mills for twenty-five years.



COLES MANUFACTURING CO.
1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

Fresh British Columbia



H. Bell-Irving & Co.,
Limited (Agents)
Vancouver, B.C.

SALMON

Selected Fish

Early Run

CRISCO

THE 100% SHORTENING

For Frying, Shortening and Cake Making. Needs no refrigerator. Purely Vegetable. Will keep sweet for months under ordinary conditions.

Write for a Crisco Booklet.

Agents for Manitoba, Alberta and Saskatchewan.

MASON & HICKEY

287 STANLEY STREET WINNIPEG, MAN.

"Harvest Brand" Jams and Jellies

"FRETZ BRAND" CATSUP

(The quality brand of the Canadian market—the catsup of purity)

"PICKLED RIPE, CANNED RIGHT."

Made From Freshly Pickled Fruit and Vegetables

Freshness, cleanliness and purity go hand-in-hand throughout the process of preparing and canning of the fruits and vegetables used in "Harvest" and "Fretz" Brand products.

Our sunlight illuminated factory is most modern in every detail, is large and well equipped and situated in the centre of the fertile and productive fruit district in Canada.

The very finest catsup possible to put on any menu or on the table in any home is labelled "Fretz Brand." It is pure, wholesome and has a distinctly appetizing flavor all its own.

Harvest Brand Jams and Jellies are put up in sanitary gold-lined pails only, size 2 and 5 lb. pails, and 30-lb. wooden pails also in 12 and 16 oz. glass jars. Send trial order to our nearest agent or direct.

FRETZ, LIMITED

HAMILTON, ONTARIO

Carried in stock by the following:
Kirkland & Rose, Vancouver, B.C.
The Weyburn Grocery Co., Weyburn, Sask.
J. E. Carswell, Edmonton.
Richards & Brown, Winnipeg.
Marks, Clavet, Dobie Co., Port Arthur.

What About Your

Christmas Trade

Mr. Grocer?

Clark's Mincemeat

will be one of your best sellers

The purest, the best, the most convenient

READY FOR USE

In all sizes. Cans, Pails, Barrels and Glass

Clark's Concentrated Soups

CHATEAU BRAND

Every variety, best of quality, and prices right

NO BETTER SOUP ON THE MARKET

Clark's English Plum Pudding

Sizes 1 and 2.

Prepared from the very finest selected fruits, spices, etc. An attractive package, and a first class seller. Get the prices from your jobber.

STOCK UP NOW

W. Clark Limited, Montreal

MODERN GROCERY EQUIPMENT

Adds an air of distinction to your store —and

ATTRACTS TRADE.

The "Walker Bin" System

will save 25% of your floor space and also of your expense for skilled salesmen.

Is this worth your consideration?

We manufacture the best in show cases and refrigerator counters.

Write now for illustrated catalogue and estimates.

Walker Bin & Store Fixture Co.,
LIMITED
WALKER PATENTED BINS
Berlin, Ontario

REPRESENTATIVES:
Manitoba: Watson & Truesdale, Winnipeg, Man.
Northern, Sask.: North-West Specialty Co., Saskatoon, Sask.
Southern Sask. and Alta.: J. N. Smith, Box 695, Regina, Sask.
Vancouver: Western Plate Glass Co., 318 Water St.
Montreal: W. S. Silcock, 33 St. Nicholas Street.
Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.B.
WALKER PATENTED BINS

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.

Length, 425 feet. Height, 115 feet. Depth, 120 feet.
Capacity: 200,000 Barrels a year.

THE FRONTENAC BREWERIES, the finest, largest and best equipped in Canada

Convinced that the time has come for Canada to possess a large, modern Brewery, equipped for the production of beer to equal the best imported beers—a group of Canadian business men—after devoting three years of study and effort — helped by experts and with large Capital at their disposal—have erected and equipped the monumental brick, steel and cement brewery buildings, located opposite Mile End Station—which will be known as

THE FRONTENAC BREWERIES

This model Brewery, in charge of expert brewers, now produces

FRONTENAC BEER

The Peer of the best imported Beers. Domestic in price—Imported in quality.
Frontenac Beer on sale October 21st.

THE FRONTENAC BREWERIES LIMITED, MONTREAL

PRUNES

Those who took our advice and bought their Prunes early have saved money. We have received our first shipment and made distribution.

We expect another lot this week, and will be able to save you some money by ordering promptly. We can supply out of this car the following sizes: 40-50s, 50-60s, 70-80s and 90-100s, all 25 lb. boxes, faced.

What else do you need? We have the facilities and the stock to ship promptly.

Fenwick, Hendry & Co.

Manufacturing Wholesale Grocers
KINGSTON, ONTARIO, CANADA

More Customers

'Camp' is a magnet for drawing customers in plenty; customers who come and go with regularity, and go away well satisfied; customers whose pleasure in 'Camp' Coffee is good profit for you.”

R. Paterson & Sons
Ltd
Coffee Specialists
Glasgow

Camp Coffee

Shirriff's Mincemeat

You Can Sell it at an Attractive Price and Make a Good Profit

Many of your customers will want this celebrated mincemeat. Many others would want it if they knew how good it is. Just tell them about it and let them try it. It's made from the finest ingredients—carefully selected fruit and high-grade spices. Put up in 6, 12, 28 and 65-lb. pails. Send us your order now. The season for mincemeat is right at hand.

Imperial Extract Co., Toronto

THE NEW HOME OF

PERRIN'S BISCUITS

LONDON **CANADA**

St. Lawrence Granulated

The finest sugar made. 100% pure.

SYMINGTON'S COFFEE ESSENCE

will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thos. Symington & Co., Edinburgh and London

AGENTS :— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

The new fruit delicacy from Jamaica—BANANA FIGS

Evaporated Bananas or Jamaica Banana Figs are the new substitute for currants, raisins, figs, dates, in cakes, puddings, mincemeats and candies—many people enjoy them just as they are in their delicious evaporated state. Evaporated Bananas are more economical and are highly nutritious. Being easily digested they are specially recommended to invalids and children.

Evaporated Bananas or Banana Figs are prepared from selected fully matured bananas by a special patented process leaving the full food constituents in a highly concentrated form, four hundred pounds of fresh fruit being required to make one hundred pounds of Banana Figs.

A big demand for this delicacy is assured and Grocers will do well to get their orders in at once for the Christmas and holiday trade. The novelty of a "Banana-fig" will sell many, and the deliciousness will sell more.

They are packed in cartons and sell for 15c or 18c each. Very profitable and very popular wherever they have been introduced. Send in a trial order to

Jamaica Food Products, Limited

Planters and Manufacturers

2 Gould Street, Toronto, Ont.

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Brantford Cold Storage Co.
LIMITED
Wholesale Produce Merchants
If you are in need of
HONEY
In any quantity write us for quotations
BRANTFORD, ONT.

Headquarters for White Beans and Evaporated Apples.

W. H. MILLMAN & SONS
Wholesale Grocery Brokers
Toronto, Ont.

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents
and Importers
77 York St. - Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Morrow and Company
39 Front St. E., Toronto
Cereals
We buy and sell rolled oats, oatmeal, rolled wheat, pot and pearl barley, split peas, cornmeal, white beans, wheat breakfast foods, buckwheat, Graham and whole wheat flours, English and Canadian boiling peas.

HENRI DE LEEUW
Merchandise Broker,
28 Front Street East, Toronto.
Sells the best Pearl, Pinhead and Pot Barley for ye olde firm, the ROYAL BARLEY MILLS, HOLLAND.
Represented in Montreal by Cyril C. Rendell, 205 St. Nicholas Bldg.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
LTD.
Wholesale Grocery Brokers & Manufacturers' Agents.
WINNIPEG
We solicit accounts of large and progressive manufacturers wanting live representatives.

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our Position is your opportunity.
Saskatoon - Western Canada

Eastern Manufacturers Limited
Manufacturers' Agents,
Saskatoon, Saskatchewan.
Cover Northern Saskatchewan completely. The jobbing trade in Saskatoon, Yorkton, North Battleford and Prince Albert is visited daily. We want to represent you in this large and growing territory.

G. C. WARREN, REGINA, SASK.
IMPORTER, WHOLESALE BROKER and MANUFACTURERS' AGENT.
Trade Established, 15 Years
Domestic & Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

MACKINTOSH'S TOFFEE
Made in Halifax, England
"THE TOFFEE THAT SELLS"
FINCH'S PATENT FLY TAPE
For Season 1914. Agents Wanted. Write—
Edward Kidd & Co. 1090 Hamilton St. Vancouver B.C.

W. H. Escott Co., Ltd.
Wholesale
Grocery Brokers
181-183 Bannatyne Ave.
Winnipeg, Canada
Branches Covering
All the Wholesale Centres in the West

WESTERN PROVINCES—Continued.

NORTH-WEST SPECIALTY CO.
Manufacturers' Agents
Cover Saskatchewan completely. All large centres visited monthly. Open for agencies for all kinds of Store Fixtures and Specialties. Warehousing facilities.
Suite 109, Willoughby-Sumner Block, Saskatoon, Saskatchewan.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

RUTTAN & CHIPMAN
WHOLESALE GROCERY BROKERS
and
MANUFACTURERS' AGENTS
Fort Garry Court, Main Street.
Winnipeg - Canada

SIMPSON PRODUCE CO. Winnipeg Man.
Will be pleased to discuss with agents or manufacturers of Bakers', Butchers' or Grocers' specialties, the introduction of their lines to the Prairie Provinces—we go direct to the trade or through the Jobbers.
Dealers in High Class Produce and Provisions.
Simpson Produce Co. 248-252 Princess St.
Winnipeg, Man.

LEADLAY LIMITED
332 Bannatyne Ave.,
Winnipeg, Man
Grocery Brokers & Importers
"Foster-Clarkes Cream Custard."

Manufacturers' Agents and Brokers' Directory

(Continued.)

BRITISH COLUMBIA.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

352-6 Cambie St., Vancouver, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

O'Loane, Kiely & Co., Ltd.

WHOLESALE GROCERY BROKERS

CANNED GOODS, DRIED FRUITS, ETC.
CANNED SALMON A SPECIALTY

We cover British Columbia and Alberta

Head Office - - Vancouver, B.C.
Reference : The Bank of Montreal.

The CAMPBELL BROKERAGE CO.

Manufacturers' Agents and Commission Brokers.

We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.

857 Beatty Street . Vancouver B. C.

WORLD RENOWNED

BRAND STUHR.

STUHR'S

GENUINE CAVIARE,

FILETS D'ANCHOIS
(naturels),

ANCHOVY PASTE.

"Please ask for our offer."

C. F. STUHR & CO., HAMBURG.

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

NEWFOUNDLAND.

E. O. CORNISH

COMMISSION AGENT

Canned Goods a Specialty

821 Pender St. W., Vancouver, B.C.

McCANN & LANGFORD

Winch Building, Victoria, B.C.

Manufacturers' Agents and Commission Brokers.

We can give special attention to a few good agencies. Anything we handle we push

References: Bradstreets, Royal Bank, Union Bank.

T. A. MACNAB & CO.

ST. JOHN'S NEWFOUNDLAND

MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references.
Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

One of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

When writing advertisers kindly mention having seen the advertisement in this paper. : : : :

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, New York

Every Merchant who handles—

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia.
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—

Name ....
With (Name of firm) ....
Street ....
City or town ....Prov..........

Armour's Bouillon Cubes

Trade-Makers Profit-Earners

THE progressive grocer can't afford to ignore the profit-paying, business-bringing power of Armour's Bouillon Cubes. The field is wide. The season is **long.** Demand is **great** and **growing,** now that our giant-size all-season advertising campaign is in full swing. Our ads. are appearing in leading Canadian dailies and other publications of immense Canadian circulation.

The Best Drink for Cold Weather

Hot bouillon made from Armour's Bouillon Cubes.

It wards off chills and sends a warm glow all through the system. Made in an instant. A cube to a cup.

Newspaper Ad. Reduced

Stock and push Armour's Bouillon Cubes and share in the profits of this great campaign. They sell freely to every class of trade. They provide the ideal way of making the most delicious bouillon. Just draw boiling water, drop in a cube, stir, serve. A cube makes a cupful. Easy as A.B.C.

Display racks, signs and hangers free to our dealers.

Order to-day and get your share of this profitable trade.

Manufactured by ARMOUR AND COMPANY Chicago, Ill.

Sales Agents: Fowler's Canadian Co., Hamilton, Ont.

You don't care how it rains

if there's a cup of hot bouillon waiting when you get indoors.

The best bouillon is made by dropping an Armour Bouillon Cube in a cup of hot water

Refreshing — Stimulating — Wholesome.

Newspaper Ad. Reduced

From the big Forest City House of Quality and Square Dealing

"CLUB HOUSE" BRAND
SPANISH OLIVES

The finest Seville Olives, pure brine, made with healthful water from our own Artesian well, form the basis of the most satisfactory Olive business you can get—this is the "Club House" formula.
Put up in different sizes of bottles. Satisfaction guaranteed.

Send for a Trial Order.

Gorman, Eckert & Co., Ltd.

London, Ontario

Western Selling Agents
MASON & HICKEY
WINNIPEG

WINDSOR TABLE SALT

is just clean, pure Salt, refined to the highest degree of purity, in the most modern Salt works on the continent.

Canadian Salt Co., Limited
WINDSOR, ONT.

WE OFFER—SUBJECT TO BEING UNSOLD
ONE CARLOAD

KHADROWEE DATES

GOOD SOUND FRUIT IN FINE CONDITION

OUR QUOTATIONS ARE AWAY UNDER ANYTHING THAT IS OFFERED

GET OUR PRICES ON

NEW CROP NUTS—NOW IN STORE

ALMONDS BRAZILS FILBERTS
PEANUTS PECANS WALNUTS

FOR IMMEDIATE SHIPMENT—SHELLED AND IN SHELL

EBY-BLAIN, LIMITED

WHOLESALE IMPORTING & MANUFACTURING GROCERS
Coffee Roasters, Spice Millers and Tea Blenders to the trade

CORNER FRONT and SCOTT STS. TORONTO, CANADA

Advent—Fish

That's the connection. It simply amounts to this. If you do not throw out the bait, well, then how can you expect to land the business?

Ocean Brand

HADDIES KIPPERS BLOATERS FILLETS

are the best trade pullers that you can procure in the fish line.

There's a nip with these that is absent with any others, solely due to the fact that years of experience on the part of our employees has placed them in a position to turn out the goods in a condition that must appeal to the most particular taste.

Just Ask Your Wholesaler.
He'll be Glad to Supply You.

North Atlantic Fisheries, Limited

MONTREAL

JAPAN TEAS have had an active run this season and we have but a few lines left.

Furuya & Nishimura

JOHN DIAMOND

458 NORTH THIRD STREET, PHILADELPHIA, U.S.A.

MANUFACTURER OF

Shoe Blackings
Shoe Dressings
Laundry Blues
American Stick Blue
Stove Polishes
Inks, Mucilage and "Ink-Out"
Pure Petrolatum Pomades
Electric Paste Stove Polish

FOR SALE BY ALL FIRST CLASS JOBBERS IN CANADA

The delight of the sumptuous repast

With the advent of the Christmas Season comes the more liberally victualled table, amounting very largely to nothing short of a feast.

ROYAL Salad Dressing

adds tone to the salad portion of the Christmas dinner. It delights the most particular taste with its distinctive appetizing flavor.

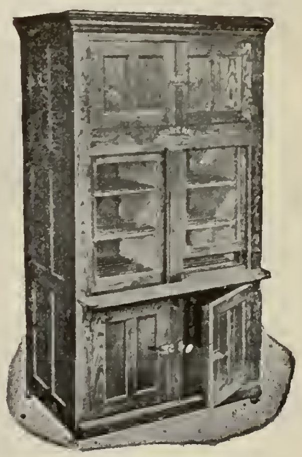
Stock up now for a pre-Christmas demand. Suggest it as a part of the Christmas order.

Sold only by

The Horton-Cato Mfg., Company

WINDSOR, ONTARIO

The standard by which all others are judged



The **Eureka** is built on the most scientific principles known in the refrigeration world. It keeps perishables in the best condition with the smallest consumption of ice. Cold dry air circulates all the time, allowing no dead or stagnant air to cause a damp and musty smell so common in refrigerators. Further, the **Eureka** has no zinc or galvanized iron lining to rust and corrode. It is strictly sanitary in every particular.

Made in any size for Butchers' and Grocers' use.

Catalog and Prices sent on request.

Eureka Refrigerator Co., Ltd.

54 Noble Street, Toronto

Montreal Representative:
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg.

OLD TEA IS BAD TEA

Tea of all growths deteriorates rapidly, and is never as good as it is on the day it arrives here from the gardens.

Some of our retail friends, without considering the above facts, buy enough bulk teas to last for a year or more. They are persuaded to do this by the wily salesman, who always has a "bargain" to offer. This "bargain," perhaps, has been in the wholesaler's stock for a year or over, and, even, if it was originally good, has lost all its goodness. It is on account of this deterioration in tea that we are always eager to take back "SALADA" when it has been on your hands for over three months. We empty it out of the packets and sell it as bulk tea for what it will bring.

In this way is preserved the good name of

"SALADA"

FOR QUALITY AND FLAVOR

LONDON, ENG.	NEW YORK	BUFFALO	TORONTO	MONTREAL	BOSTON	CHICAGO	DETROIT
41 Eastcheap	100 Hudson St.	38 W. Genesee St.	32 Yonge St.	St. Paul St.	34-35 S. Market St.	361 N. River St.	Shelby Block

Branches also in Pittsburg and Philadelphia

Good Day! Do you like French dishes?

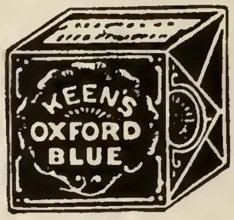
You do? Good! You are not the only one who does. Your customers, too, may like to dine at home as they would in one of the famous restaurants of Paris, and without trouble or great expense. You agree? Then write

MESSRS. RAYNAL and ROQUELAURE
of CAPDENAC (AVEYRONS), FRANCE

They will send you a list of their 200 dishes, all packed in boxes and ready for serving at table.

They have revoltionized the food question in Europe.

You will probably find it to your advantage to demonstrate an early interest in a line which will soon be in demand throughout the Dominion.



KEEN'S OXFORD BLUE

Every woman knows the value of Keen's Oxford Blue on washday, and will appreciate your recommendation of it.

Best housewives ask for it, others will be the better for using it. Keep your stock well filled with this article of daily need—Keen's Oxford Blue.

FOR SALE BY ALL THE CANADIAN JOBBING TRADE

MAGOR, SON & COMPANY, Limited

403 St. Paul Street, Montreal **30 Church Street, Toronto**

Agents for the Dominion of Canada

Lily White Gloss Starch In 6 lb. Toy Trunks

appeals to the Christmas Shopper. The good qualities of this starch are widely known and the seasonable container will help your window trim and your Christmas trade.

Immediate Shipment

The **Canada Starch Co., Ltd.** Manufacturers of **Edwardsburg Brands**

CARDINAL and BRANTFORD

MONTREAL TORONTO CALGARY VANCOUVER

A Page of Condensed Economy News for Shopping Festival Week

A Festival Week That Brought Many to Calgary

Merchants Connected up With Newspaper and Advertised the Event and the Goods on Sale—Scheme Carried Out on a Refund-Your-Fare Scale.

High grade teas--direct importations

We are admittedly specialists in Tea, and the very careful attention we give this department is resulting in largely increasing sales, showing without doubt a recognition of our efforts to supply the very choicest and delicious teas grown.

We import direct in immense quantities, for cash, in the height of the season, when the choicest growths are to be had; thus we are enabled to give our customers unusual advantages in both price and quality. In blending we carefully take into consideration the nature of the water, etc., and confidently recommend our blends as the outcome of extreme care in selection and skilful manipulation in blending. Realising that all tea drinkers have their individual tastes, we are always glad to submit samples upon request.

How To Make Tea

One teaspoonful for each person and one for the pot should be put into a warm, clean teapot, add fresh boiling water, not after it has boiled some minutes, allow it to draw at least five minutes, then pour into another warm pot. Always pour the milk into the cup first. By these means you can get the full flavor from the tea and all ill effects are obviated.

Above illustrates heading used by the Hudson Bay Co. on one of their full page newspaper advertisements.

WESTERN Canada is coming to the front as an incubator for new ideas in advertising. Readers of Canadian Grocer will remember the twenty pages of display advertising that The Glasgow House of Regina ran in a single issue of The Leader of that city. Calgary takes Regina's place in the limelight by a Refund-Your-Fare Shopping Festival, in which an appeal was made to a territory 300 miles around the city and something like $150,000 in cash was brought into the city during the six days' campaign and spent among the seventy merchants co-operating in the scheme.

Ten Per Cent. Refund on Fares.

The Calgary Herald was the medium used and the Festival covered the six days from Monday, November 10, to Saturday, November 15. Each merchant who took part ran four advertisements, three in the daily edition on November 8, 11 and 13, and in the weekly on November 6. The paper itself agreed to advertise the scheme in the district within 300 miles of Calgary, in the stations, post offices, etc., and made arrangements by which a group of 10 or more shoppers were entitled to a fare-and-a-third, return rate. Each person was entitled also to a refund of his ticket when the total purchases, at one or any number of the stores in the list, amounted to ten times the ticket, or, in other words, the shopper would receive a refund of 10 per cent. to cover the cost of his ticket.

If the return ticket was $3, his total purchase must be at least $30 to receive the refund. If the total was only $25, no refund would be made. If the total was $40 or $50, the refund would still be $3. The result was that it would happen only in some cases that the shopper's total would be the minimum of $30 to get $3; or $70 to get $7, or $115 to get $11.50, and so on, hence the refund did not average nearly 10 per cent. As an actual fact it was only 6.2 per cent.

Refund of $10 on $100 Purchases.

Suppose a case where the visitor went to five stores, and bought $100 worth of goods, just enough to get a refund of $10, (10 per cent.) the cost of his ticket. The amounts refunded by each store would work out as follows:

Cost of Ticket.	Stores Visited.	Purchases.	Refund of each.	%
$10.00	A	$ 5.00	$ .50	10
	B	20.00	2.00	10
	C	35.00	3.50	10
	D	15.00	1.50	10
	E	25.00	2.50	10
Total		$100.00	$10.00	10

Refund of $7 on $100 Purchases.

Take another case, a more likely one, where the visitor bought more than 10 times the amount of his ticket; say, his ticket cost him $7 and he bought not $70 worth, but $100, so that each store had to refund only 7 per cent., instead of the maximum 10 p.c.

Cost of Ticket.	Stores Visited.	Purchases.	Refund of each.	%
$7.00	A	$ 15.00	$ 1.05	7
	B	12.00	.84	7
	C	38.00	2.66	7
	D	9.00	.63	7
	E	15.00	1.05	7
	F	11.00	.77	7
Total		$100.00	$ 7.00	7

Or, take a third case, where the ticket cost $10 and goods to the value of $80 were purchased. This fell below the stipulated $100 for a refund, so that none was forthcoming. In these cases the merchant was not called on to make any refund.

How Campaign was Launched.

The campaign was begun about Oct. 27, a fortnight before Festival week, by announcements in the paper referred to, of the event, both to the outside public, and to advertisers, calling on the latter to be one of the Refund Stores during the week, Nov. 10 to 15. This was followed up by daily "stories" in the paper, well displayed, and with persuasive headings, such as, "Out-of-Town Purchasers Will Have Whole Week to Visit Calgary Shops"; "Free Return Trip to the City for Readers of the Herald on Shopping Day;" "Great Opportunity for Country Dwellers is the Coming Herald Festival"; "The Herald Shopping Festival Takes Place Nov. 10—Come to Calgary;" "Shopping Festival Has Been Arranged Specially for Rural Purchasers." Among the "dropheads" (smaller portions of big headings) were the following: "Merchants now preparing great array of bargains;" "The Opportunity to supply all long-deferred wants," and so forth.

On the day preceding Saturday, Nov. 8, was an article with a big heading, "Details of Bargains in Shopping Festival to Appear To-Morrow."

Among Grocery Advertisers.

Special advertising space was taken by many of the stores, Hudson Bay Company and Price Jones (Canada) Limited, both department stores, carrying a full page each. Amongst the goods these stores advertised especially were groceries.

The arrangement between the paper and the stores was worked out as follows:

Cost of advertisements—regular rates with an additional 5 per cent. to cover extra cost of campaign to the paper itself.

Insertions—four times; once on Saturday preceding week; twice during week itself; and once in the weekly issue preceding Festival Week.

Totaled Up in Newspaper Office.

Refunds—Sales slips, regular or special ones as stores saw fit, were saved and presented from all stores by purchasers at special office in newspaper building called Clearing House. These were added up and amount due from each store figured out as in sample illustrations.

Each customer was then given a blue slip addressed to each merchant, and good for a proportionate amount, and these were payable at the cashier's office of each store. For instance store A would refund 50 cents, store B, $2.00; store C, $3.50; store D, $1.50, and store E, $2.50, bringing up the total to $10, the amount of the railway ticket. In these cases the five stores would refund 10 per cent., but in the second case, only 7 per cent. of the purchases.

Railway Tickets.—Purchasers had to obtain from agents at their home stations certificates showing that ticket had been actually purchased. This prevented people in Calgary itself "working" the paper and stores for a refund.

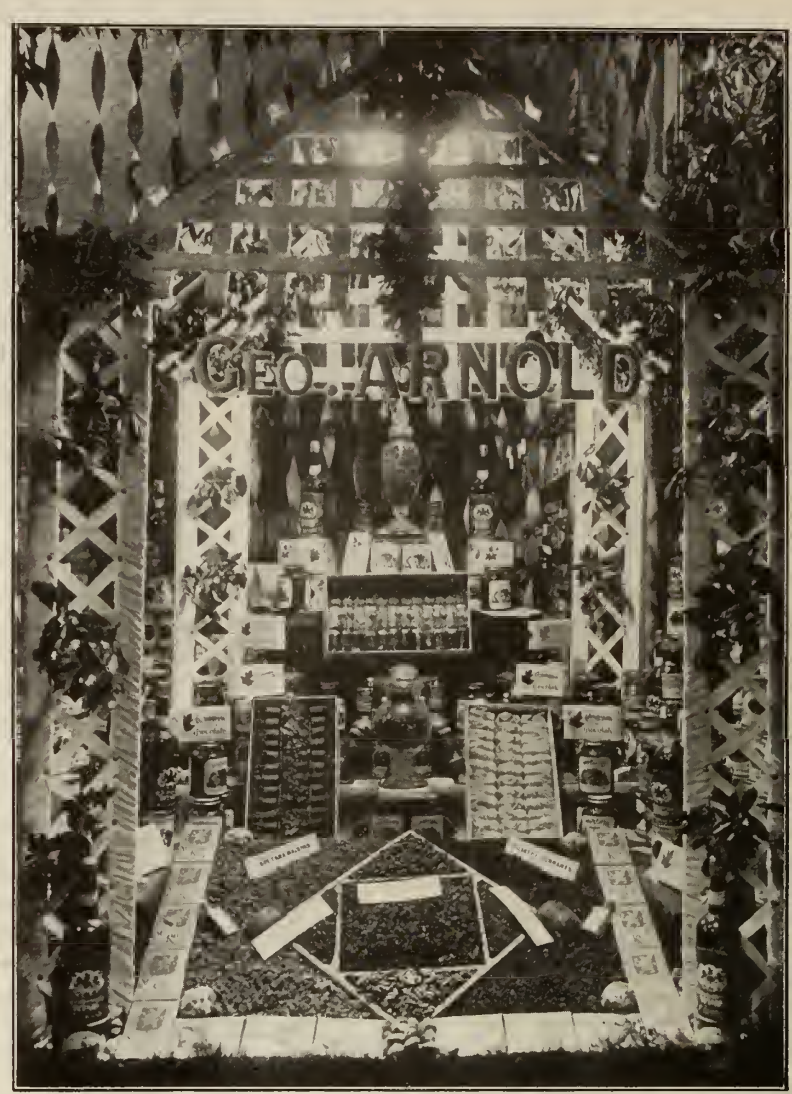
Free Theatre Tickets.

Theatre Tickets.—This was an "extra" inducement offered by the paper, for which the advertisers did not pay. Free tickets were presented up to the number of 150 each day except Saturday to the out-of-town purchasers when they brought their sales slips, for the "Rex" and "Monarch" theatres.

In a communication to Canadian Grocer, the advertising manager of The Herald, O. L. Spencer, writes: "The stores who co-operated in this proposition are very satisfied with the results they received, and we have not found one single come-back yet, and do not expect to."

New Connections for the Stores.

So far as the merchants were concerned it is certain that they had fairly large increases in sales, and established connections with out-of-town families for long distances around Calgary that might be expected to result in further sales in the future. The list of stations published in the Herald exceeded 200.



Christmas window of rare attractiveness shown last year by Geo. Arnold, grocer, at 924 Queen Street East. Toronto.

A Handsome Xmas Trim

Here is a display that ranks high as a work of art. It was executed by Geo. Arnold, a Toronto grocer, in December last year. The uprights of this display were made from lattice work trimmed with white cheese cloth and sprigs of holly. It was designed to form a canopy over floor space of window.

The goods shown include currants, Valencia raisins, Sultana raisins, shelled almonds and walnuts and an assortment of peel. There are also to be seen Christmas crackers, cherries in glass, dates, figs, prunes, Christmas wines, jams, choice canned fruits, all in neatly arranged pyramids. The dried fruits and nuts on the floor of the window are separated by partitions.

This is a trim which assuredly should be added to anyone keeping a file.

When the microscope is put on the customer who is tardy about paying his accounts, some unique characteristic is usually observed which gives a clue to the method to be adopted in collecting. The merchant whose customers include farmers, town laborers, mechanics, lawyers and doctors, must not make the mistake of treating all alike—sending the same dunning letters. These may be all right for all the good pay among them, but men are made with many minds, and dunning letters increasing in strength strike no terrors to the heart of many a slow pay or delinquent. This article deals with the matter of studying closely each slow-pay to determine his vulnerable point. When that is found attack him there.

Revelations from Study of Slow Pay Customers

Incidents Which go to Show How Individual Attention Produces Results—Story of How a Number of Farmers Were Induced to Settle Long Standing Accounts in Simple Manner—Studying the New Credit Applicant.

THE average merchant seems to abhor asking for payment of his accounts. But it is absolutely necessary that he do so if he is to remain within the good graces of the business houses who are supplying him with goods. Stern and judicious methods must be adopted and particularly in times of financial stringency when so many others are after the money and when the grocer is liable to be put off to the very last.

A mistake is often made in using the same methods of collecting on every slow pay no matter what their character or the nature of their occupation. The farmer, who gets the bulk of his money at special seasons of the year must be handled in an entirely different manner from the street laborer or slow-pay shop worker in the large cities. Again, all classes of farmers are not to be handled alike. The man who engages in mixed farming will be more likely to have the money at frequent intervals, and should be gone after regularly. To others who have to depend on a single grain crop, or to the lumberman who gets his year's "pay envelope" in the spring and settles up the winter bills of his wife and family, still different treatment must be accorded.

A Double Collector.

A credit man who has made a study during the greater part of his life of this collection problem tells of a unique experience he had collecting a bill from a country merchant for a jobbing house. Rather than collect it from the merchant he went to the merchant's customers and helped him get in his money. And that is the point with which our readers are most concerned.

"On arriving at the small town of Jonesville," he said, "I went to see Mr. Jno. Clement with the one idea of staying there until I got the money the wholesale house sent me for. But a few minutes' conversation with the merchant convinced me that here was a man whom I could trust implicitly; who, while he did not have the money on hand, would, I was assured, see that it was forthcoming if he were given time. I went over the books, got the list of the larger accounts, and then set about to see if the farmers who owed them were responsible men. I believed the merchant when he told me so, but my mission was to be absolutely sure.

"Next morning I asked him, 'Have you a horse and buggy?'

"'Yes, but of what use is that to you?'

"'Hitch it up and come for a drive with me; we're going out to see Tom Smith, Bill Johnston and a few of those farmers who owe you some money.'

"'What, you don't expect I am going

to ask them for some money with a stranger with me, do you?' was the astonished reply.'

"'No,' I replied, 'I would just like to have you come along and I'll do all the talking.'

"He reluctantly hitched up the horse and soon we were a few miles out into the country in the direction of Tom Smith's farm. Tom was engaged in fall ploughing work, and we approached him good-humoredly with a remark or two about the farmers always having something to do. If they weren't taking off a harvest they were getting ready for another.

"From the look of Smith and the house and outbuildings on the farm I sized him up to be a pretty prosperous farmer. John Clement had told me he was considered a respectable farmer, honest as the day was long, but just a little inclined to be 'close.' He owed Clement a good-sized account and had not for a long time suggested settlement. Clement apparently was afraid to press him, knowing that the opposition store would be glad of any opportunity to get his trade.

Getting Down to Business.

"Well, after I had handed Smith a cigar and lit one myself and everybody was in a pleasant mood, I broached the subject of the account.

"'Say, Mr. Smith,' I said 'I came out here in the interests of our friend Clement here. Our wholesale house in —— sent me to Jonesville to see him and to determine just why a good man like him was finding a little difficulty in settling his bills. I looked over his books yesterday and found that you owed him a little account. When I met him I took him to be a pretty good fellow, and so didn't want to use any harsh measures, and I know you wouldn't want me to either. Do you think you could let him have something on the account so that he can get square again with the house?'

"'Why, certainly,' replied Smith. 'Come on over to the house and I'll write him out a cheque. I surely didn't know that John needed the money or I would have paid him before now. The money is in the bank there doing nothing. And, say, if he requires any more to settle your bill let me know and I'll lend him some.'

"The method used and appeal was entirely successful. That day we called on several farmers and before noon had enough money to pay the wholesale house its account and some over. It showed that at least one correct plan of collecting was adopted for the particular accounts in question."

His One Vulnerable Point.

Here is an instance which illustrates the fact that the hardest accounts can be collected sometimes in "ways that are devious."

A hard-fisted old farmer in the township of A—— had been owing a bill of $25 to Smith, the local merchant, for two years. Smith, who was nothing if not persistent, had never slackened in his efforts to collect that account, sending the bill every month as sure as clock work. He had threatened to sue several times, but with no effect whatever. Threats and dunners of all kinds had about as much effect on the farmer as paper pellets shot from a pea shooter on the hide of a rhinoceros. He had somewhat of a reputation thereabouts as a "dun-dodger."

One day it reached Smith's ears that his man, despite his dishonesty in the matter of not paying bills, was deeply and intensely religious. No man spoke more often or more feelingly at prayer meeting. His evenings were devoted to absorbed study of Holy Writ. Smith thought he saw his chance here, so he wrote a lengthy personal letter to the farmer, in which he quoted biblical texts in several places. A week after, the farmer called in and paid the bill, expressing contrition over his long obduracy in the matter.

It seems that the man had never thought that dodging bills was a form of dishonesty. It had never occurred to him in that light. The payment or nonpayment of bills had always appealed to him as a matter of business, entirely apart from the religious side of life. Smith's letter, replete with biblical allusions, caused him to associate the two together for the first time. He could not get away from it; the thought continued to obtrude itself upon him and he could not avoid the conclusion that, viewed from a religious standpoint, refusing to meet just obligations was dishonesty. And so he paid up. His only apparent vulnerable point had been reached.

Inviting One's Downfall.

Promptness and persistency are absolutely necessary in a town or large city where a merchant has to open from time to time so many new accounts. Failure stares that dealer in the face who lets everybody have credit, and credit on which there are no restrictions. Dealers of this character invite their own downfall, and at the same time they think they are luring trade away from competitors who are watchful. People soon find you out. If one is "easy" in the matter of extending indiscriminate credit they are quick to take advantage of him.

Preventing Heavy Losses.

The writer in his journeys among Canadian merchants has found that a great many secure themselves against any great loss by getting definite information on all new applications for credit and placing a credit limit on same. If the credit limit is, say, $5 or $10—the occupation and general situation of the applicant determine the size—no further credit is given until the account has been paid.

Here is one example: This dealer has a card for the information printed and ruled as follows:

Credit Stopped.

Name ....
Address ....
Occupation ....
Where employed ....
Employer's address ....
My income is $..... per......
I agree to pay in full..........
Age.... Married.... Single...
Number in family ....
Number working ....
Formerly dealt with..........
Address ....
Credit rating ....
Remarks ....
....
....
Date ....191....
Amount of account.......
....
....
Credit limit, $................

A Time for Special Care.

With such data about each untried customer who asks for credit, the merchant has his outstanding money well within his grasp at all times. A policy of this kind should be helpful at present when the financial stringency is being felt a little and when many working men are not on full time. Christmas will soon be with us, and many will be tempted to buy more steeply than can be afforded. The craze that has attained such an impetus of giving so many useless "gifts" often means that the grocer has to wait for his money. This should be somewhat discouraged by the merchant, because it will bring about more staple conditions. Practical gifts that will be of actual value to the recipient can be justified, but not the petty things which so often run into much money.

COMMEND GROCER COLOR WORK.

Mr. O. S. Johnston,
Montreal Manager,
Canadian Grocer.

Dear Sir:—

As you are aware, the campaign recently carried out in the "Canadian Grocer," wherein we reproduced several of our packages in color, closes with the issue received yesterday.

We are so eminently satisfied with the splendid appearance of these several pages that we should lack common courtesy if we failed to express our satisfaction.

Yours very truly,
CHASE & SANBORN.
Montreal, Nov. 22, 1913.

CHRISTMAS AD. SUGGESTIONS.

Herewith are shown two samples of Christmas newspaper ads. for retail grocers. The chief point to be observed is that each item of Christmas stock mentioned is described in short, crisp terms. "Seeded raisins in clean packages, choice stock, all ready for the cake or pudding," is, for instance, much more appealing than simply "seeded raisins."

Ad-writers should see that printers avoid all rules that are not absolutely necessary. If an illustration is used, let it be simple and suggestive of the season. Do not let the printer "plaster" up the ad. with uncouth or many illustrations. If, of course, the space is large enough, more than one appropriate illustration would not be amiss. Study these two suggestions. There are pointers in them for your Christmas newspaper advertising.

Christmas All But On Us

The spirit of the holiday season is in the air. Only a short time left to prepare for the Yuletide festivities. Every housewife who has not yet purchased her Plum Pudding and Christmas Cake supplies should delay no longer. Fruits are now at their best, and we are all prepared. Study this list and choose your requirements from the best selected assortment:

Seeded Raisins, in clean packages, choice stock, all ready for the cake or pudding, per lb.	10c
Sultana Raisins, plump and good, per lb. package	15c
Currants, fine Patras, large, clean stock, per lb. package	10c
Candied Peel, lemon, orange and citron—a necessary flavoring for the cake, per lb.	20c
Pure Vanilla and other extracts, 2½ oz. bottle	25c
Baking Powder, only good reliable brands sold — the only kind you want, per tin	10c
Chocolate, Blank brand makes a beautiful cake icing, per cake	10c
Shelled Almonds, every nut guaranteed, per lb.	40c
Shelled Filberts, a good stock of fresh on hand, per lb.	40c
Shelled Walnuts, no stale among them, per lb.	40c

Come in and let us show you a nice, clean, well assorted stock of all Christmas foodstuffs.

"THE STORE OF QUALITY."

H. H. ARMSTRONG
113 S. Alban St. Phone 97

Suggestion for a newspaper ad. for a grocer using comparatively small space.

CHRISTMAS DAINTIES THAT WILL ADORN EVERY HOUSEWIFE'S TABLE

We have in stock now a bright, clean, dainty assortment of all Yuletide pure foods. Your good judgment demands that you come in and look them over. Everything is here to help make you and your family's Christmas the brightest and happiest of them all.

Turkey and Cranberry Sauce

We have been fortunate in getting a fine lot of turkeys for Christmas trade, plump and tender, all young fowl. They are selling at 28c the pound. Order yours early before the best have been sold. Don't forget the Cranberries. Fine Cape Cod selling at 20c a pound.

Plum Puddings

Good as the best home made. These are put up in clean, sanitary packages and you will positively be pleased with them. Take your choice of 1, 2 or 3 lb. puddings, 30 up to 90 cents.

Dried Fruits, Extracts, Spices and Chocolate

No housewife would take a chance on sacrificing her Pudding and Cake by buying dried fruits, extracts, etc., of unknown quality for the sake of a few cents. You cannot buy finer raisins, currants, peels, dates, figs, extracts or icing chocolate. We carry only lines of reputable manufacturers and positively none others. Come in to see us about them.

Confectionery

After the Christmas dinner it is usual to pass around some candy. Nice confectionery in attractive boxes is the most appealing. We sell several lines of high-class chocolates in boxes which will grace the table of the most exacting. Boxes range, according to size, from 30c to $1.00.

Green Fruits

After all, what would Christmas be without the old standbys, apples, oranges, malaga raisins, bananas and grapes. A plate attractively arranged adds color and beauty to the dinner table that nothing else can give. We have a fresh stock ready for you in all these lines.

Olives

The olive is a healthy food with those medicinal qualities that are required when a good healthy meal is to be thoroughly enjoyed. Blank Brand, in various sized bottles to meet every purse—20c, 30c, 50c, $1.00, $1.25.

Canned Goods

Season of fresh vegetables is over. Our stock of guaranteed canned tomatoes, peas, corn, etc., takes its place. Quick to prepare, wholesome and healthy, they are always given a place on the best of dinner tables—10c the can.

Mincemeat

If the dessert is to be "mince pie," then you want real good mincemeat. We only buy from manufacturers who have a reputation for quality. Place your order early—25c for 2 lbs.

Novelties, Christmas Stockings, Crackers

Don't overlook the children. On Christmas morn their raid on the stockings must not be a disappointment. They like bright things. See our range of well-filled stockings and crackers at various prices.

We are only able to give you a partial list in this space. Let us have a call from you at once, so we may demonstrate the cleanliness, attractiveness and high quality of all our Christmas goods.

"May Your Christmas be a Merry One."

AITKEN BROS.
111 Main St. Phone 195

Suggestion for newspaper ad. using fairly large space.

The CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto. Atabek, London, Eng

OFFICES:

CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building. Telephone Main 1255. O. S. Johnson.
Toronto—143-149 University Ave. Telephone Main 7324.
Winnipeg—34 Royal Bank Building. Phone Garry 2313.
Vancouver, B.C.—2649 Third Ave. West, H. Hodgson.

UNITED STATES—

New York—R. B. Huestis, 115 Broadway, New York, Telephone 8971 Rector.
Chicago—A. H. Byrne, 140 South Dearborn Street, Room 607, Phone Rand 2324.
Boston—C. L. Morton, Room 643, Old South Bldg. Phone Main 1024.

GREAT BRITAIN—

London—88 Fleet St., E.C. Telephone Central 12900. E. J. Dodd.

Subscription: Canada, $2.00; United States $2..50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, NOVEMBER 28, 1913

PROPOSED INTERNATIONAL CONFERENCE.

John A. Green, secretary of The National Retail Grocers' Association of the United States has written the Canadian Grocer in support of the proposed International Conference of retail grocers of Great Britain, France, United States and Canada.

"I was pleased," he writes, "to receive your Nov. 14 issue, and to note the letters which are coming to you in favor of an International Conference. . . . I believe this move would mean the strengthening of every organization that participated in the movement as well as bringing together men engaged in the same business from all of these countries.

"When I sat in the English Convention and heard the discussion and the different questions brought up, I would have thought that I was sitting in one of our own Conventions had I not known that I was across the Atlantic. I had the report of one of the French conventions in English written by one of the Frenchmen whom I met at an English convention, and they have the same difficulties to contend with that we have. Perhaps if we got together we could formulate some plan of action. However, if there was nothing more accomplished than the coming together, I am very well sure that it would be worth the cost."

What do other grocers think of the proposal?

$1,000 FOR BEST PAPER ON ADVERTISING.

Is there a Canadian who can write the most helpful story of an actual campaign on sales or advertising? If he wins in competition with the brightest publicity men of the United States, a prize of $1,000 in cash will await him at the convention of the Associated Ad. Clubs of America, to be held in Toronto, in June, 1914.

This unusual incentive to men who have put through successful campaigns is offered by "Advertising and Selling" Magazine of New York City. The award will be made by the Official Awards Committee of the convention, associated with the Editorial Advisory Board of the magazine, and the paper will be read from the platform of the convention.

It has been felt that much, that most, indeed of the real plans and experiences of advertising men have been limited to the undertaking with which they were associated, so that the outside world profited not a whit. Will this $1,000 prize tempt them to take the time and care to unfold the inner side of their operations? It must be "vital and helpful," says the magazine; something that will be considered of great importance to the future development of sales and advertising. Constructive ideas, experiences and facts are the ideal, and these may take any one of the following shapes:

(1) Significant and suggestive actual experience, methods and analyses of sales or advertising campaigns—it does not matter in what line of legitimate trade, so long as it is significant by analogy to all advertising and sales.

(2) Constructive plan of sales or advertising development worked out with care and detail for some line of business not yet using such methods.

(3) Analysis of some general problem of sales or advertising in its broader bearings.

(4) Research and study of some of the deeper human elements of sales and advertising—tests, investigative comparisons, deductions from actual result tabulations, new psychological material and research, etc.

(5) Logical and forceful outline of personal feeling, experience or opinion on sales.

Such contributions outside the prize winner as are considered suitable will be used in the magazine and paid for at space rates. The competition closes on May 15, 1914. Fuller particulars may be secured by addressing the magazine at 95 Madison Ave., New York.

RICE, A WHOLESOME, CHEAP FOOD.

Rice is said to form the staple food of one-half the human race. No better food can be recommended by the retail grocer who desires to help those who will be a little "financially embarrassed" during the coming winter.

Rice is not only a healthy, wholesome food but it is a cheap food. It should be sold in larger quantities than at present. It will keep for months and even years; after a "wash" it is as good as ever. In fact, it is said it improves with age. It becomes more digestible, and a good feature is that it imposes very little work on the digestive organs.

Dealers should occasionally feature this food in their window displays. Particularly now, in districts where workingmen reside who have to watch carefully their expenses, should it be pushed strongly. People generally do not know enough about it and it is the dealer's place to inform them.

Sell rice, and sell lots of it this winter.

TURKEYS HAVE STARTED DOWN.

The position taken by Canadian Grocer last week in issuing a warning to grocers to be somewhat guarded in their Christmas contracts for poultry, with special reference to turkeys, has been justified, and sooner than was expected. Inquiries of a number of buyers this week showed that they were offering, on an average, two cents less per lb. than one week ago, and there is every indication that the market will go lower yet.

Up to the middle of this week, so far as could be learned on the Street, not a single order had been received in Toronto for shipment to Western Canada, and one buyer prophesied that by the first of December, even at the lower prices, this business could not exceed one-quarter of last year's. The market is weaker this week, owing to another, or a consequent factor. Farmers are beginning to realize that they have held prices up to an unwarranted degree and those living near the larger cities are following the example of vegetable growers in the late summer and trying to find customers at the retail stores. The result has been that, for many, retail and wholesale prices have been practically the same. One wholesale firm finding little profit under such conditions is placing all its receipts except what is absolutely necessary for special customers in storage for next spring and summer.

Again Canadian Grocer would urge the retail merchant to go a little careful for at least a week more, and then the chances are he can pretty nearly make his own terms at such figures as will permit of a good turnover for the Christmas trade.

CO-OPERATION OF THE CLERK.

Canadian Grocer wants the co-operation of every clerk reading this paper. There is a splendid example in this issue on the Clerks' Page of how helpful a clerk can be to our readers. A young salesman has sent us a ready reckoner which will be of great assistance, particularly to general merchants and country town dealers who are asked by farmers to "give me the balance in sugar." This reckoner shows how the correct weight of sugar is always at one's hand when a request such as the above is made by the customer.

We would urge other clerks to keep up the interest in the Clerks' Page by sending along suggestions for quick service, the elimination of waste motion, the selling of high quality goods, etc, etc., as many have been doing in the past. The more of this variety of article that comes the more valuable is going to be the Clerks' Page.

Both country and town merchants as well as clerks should cut out the "Ready Reckoner" referred to if they ever have the request to "fill out the balance in sugar." It will be found useful.

VALUE OF FISH CATCH.

A report sent out by the Fisheries Department of the Canadian Government, shows that fish to the value of $34,000,000 were caught in Canadian waters in the last fiscal year. This is a slight decrease from the previous year. Reports with respect to the season now closing, however, indicate a catch fully equal in value to that of the last year, and the $35,000,000 mark may, quite possibly, be reached.

In British Columbia this is what is called "big" year in the salmon industry, and the catch on the Fraser River was up to expectations, while large quantities of halibut were taken. In the Northern waters of the province, however, a falling off occurred.

The Prairie Provinces' fisheries have had a good average season devoid of any particular feature. Ontario provincially administers its own fisheries and does not report to Ottawa, but the catch is unofficially indicated to have been fully up to the mark.

In Quebec the season has been a fair one, while in the Maritime Provinces it is classified as good. Cod easily leads all other fish in respect to the volume of the catch. The lobster industry is active. Recommendations by the Shell Fish Commission designed to foster the business and the propagation of the fish, are under the consideration of the Marine and Fisheries Minister.

SEEDLESS APPLES DISCOVERED.

Apparently the seedless apple after many a fruitless search has stumbled among us. News comes from a small village in Connecticut to the effect that Julian A. Dorrance has discovered seedless apples in his orchard.

Mr. Dorrance is a retired jewelry manufacturer. Two years ago he bought a farm in Connecticut. He had read of the experimenting by pomologists for seedless apples, but thought little of it. His find was purely accidental. The apples, which are of the Porter variety, were picked from a tree that produced six bushels. Some of the apples differed in shape, and on opening one of these Mr. Dorrance perceived that it had no seeds. He picked out a bushel of these new-fangled apples. He says the seedless apples have the same flavor as those with the seeds, but the meat was much more solid; also, while the apples with seeds are practically all gone, those without seeds are in perfect condition. He is going to store them to see how long they will keep.

News of the discovery quickly reached the agricultural department at Washington, and A. D. Shomes, head of the pomological division of the department, has written to Mr. Dorrance, saying that the department wanted all the information obtainable in regard to it. Mr. Shomes wrote that he had never seen a seedless apple, and asked to have samples shipped. Mr. Dorrance has done so.

As to how this type of apple came the discoverer does not know. He thinks that this tree has long had the habit of yielding a seedless apple and that the phenomenon was overlooked by the natives.

POOR MAPLE GOODS SOLD.

It may surprise many to learn that the maple sugar and syrup crop in Canada is worth about two million dollars per year. In the Province of Quebec the industry has maintained a strong foothold, more especially in those counties that contain more or less rough and rocky land. In Ontario it also bulks large, and in New Brunswick and Nova Scotia considerable quantities of sugar and syrup are made each spring.

During recent years the industry has shown signs of decline, and in order to encourage its improvement, the Hon. Martin Burrell, Minister of Agriculture, has authorized the preparation of a bulletin which should give it considerable support.

One cause of the decline is given as the poor quality of much of the goods made. On the authority of extensive dealers it is estimated that fully sixty per cent. of maple products do not grade above No. 4, and that this vast amount has to be sold for not more than half the price per pound of No. 1 goods, of which about 10 per cent. is made. On this account it is pointed out in the bulletin that makers are losing each year on quality alone, fully one million dollars.

EDITORIAL NOTES.

Twenty Years Hence! May the intervening time deal lightly with us all.

* * *

How many more shopping days to Christmas? The calendar says 22.

* * *

Keep an eye on the turkey. He looks as if he would come down from his high perch

* * *

The "slow-pay" account collected now will probably be worth many times the chances of getting it next spring.

The Clerks' Page

By the Cub Reporter

HANDY TABLE FOR COUNTRY MERCHANT.

The Canadian Grocer:—The table given here will be of good use to the merchant who has odd quantities of sugar, etc., to weigh out. I am working in a general store in the country where a large quantity of produce is handled. We find that odd quantities of sugar are very often wanted to square a bill of goods. A customer comes in with some produce, buys some goods then asks how his bill stands. The clerk tells him there is so much coming his way. He then often wants the balance in sugar to square the bill. By this table you can find out the price of any quantity from 5c to $1 worth of sugar at from 15 lbs. to 25 lbs. for the dollar at a glance. It will pay any merchant doing this kind of business in sugar to cut this table out and have it near the scales. With computing scales this table will not be needed. But many of the country merchants do not have computing scales.

I like your paper very much, and find many good points in it. I am,

RETAIL CLERK.

Newton Robinson, Ont.

◆

WINNIPEG CLERKS' ASSOCIATION.

An association has been formed in Winnipeg known as the Clerks', Accountants' and Salesmen's Association. Meetings will be held once a month. R. A. Rigg, secretary of the Trades and Labor Council, is acting as secretary. It is the intention of the association when it becomes sufficiently strong to organize it into sections for the protection and education of its various members.

NUT AND FRUIT PRODUCTION.

In production of nuts and fruits California leads all others in United States, being responsible for $50,500,000 worth out of $222,024,000 in a single year. In oranges alone California has a normal crop of over $12,000,000; and over $10,000,000 in grapes; $5,477,000 in prunes; $4,573,775 in peaches; $2,976,571 lemons; $2,768,921 of apricots, and $1,660,963 of pears.

◆

OBSERVATIONS OF THE CUB REPORTER.

Perseverance and judgment are two helpful attributes to success.

• • •

The young man who is satisfied with himself might just as well join the down and out club.

Ready Reckoner on Sugar Weights & Prices

$1.00	.95¢	.90¢	.85¢	.80¢	.75¢	.70¢	.65¢	.60¢	.55¢	.50¢	.45¢	.40¢	.35¢	.30¢	.25¢	.20¢	.15¢	.10¢	.05¢
15	14.4	13.8	12.12	12	11.4	10.8	9.12	9	8.4	7.8	6.12	6.	5.4	4.8	3.4	3.	2.4	1.8	.12
16	15.3	14.6	13.9	12.12	12.	11.3	10.6	9.9	8.12	8.	7.3	6.6	5.9	4.12	4.	3.3	2.6	1.9	.12
17	16.2	15.4	14.7	13.9	12.12	11.14	11.	10.3	9.5	8.8	7.10	6.12	5.15	5.1	4.4	3.6	2.8	1.11	.13
18	17.1	16.3	15.4	14.6	13.8	12.9	11.11	10.12	9.14	9.	8.1	7.3	6.4	5.6	4.8	3.9	2.11	1.12	.14
19	18.1	17.1	16.2	15.3	14.4	13.4	12.5	11.6	10.7	9.8	8.8	7.9	6.10	5.11	4.12	3.12	2.15	1.14	.15
20	19	18.	17.	16.	15.	14.	13.	12.	11.	10.	9.	8.	7.	6.	5.	4.	3.	2.	1.
21	19.15	18.14	17.13	16.12	15.12	14.11	13.10	12.9	11.8	10.8	9.7	8.6	7.5	6.4	5.4	4.3	3.2	2.1	1.
22	20.12	19.12	18.11	17.9	16.8	15.6	14.4	13.2	12.	11.	9.14	8.12	7.10	6.8	5.8	4.6	3.4	2.2	1.1
23	21.13	20.11	19.8	18.6	17.4	16.1	14.15	13.12	12.10	11.8	10.5	9.3	8.1	6.14	5.12	4.9	3.7	2.4	1.2
24	22.12	21.9	20.6	19.3	18.	16.12	15.9	14.6	13.3	12.	10.12	9.9	8.6	7.3	6.	4.12	3.9	2.6	1.3
25	23.14	22.8	21.4	20	18.12	17.8	16.4	15.	13.12	12.8	11.4	10.	8.12	7.8	6.4	5.	3.12	2.8	1.4

The clerk who sent in this Ready Reckoner explains it in his letter. For instance, if sugar is selling at 18 lbs. for the dollar, and the customer has 95c coming to him, he would get 17 lbs. 1 ounce. The number before the period indicates pounds, the number after ounces.

Methods for Handling Provision Department

End of Store Set Apart for This Important Attribute to Grocery Business—The Care Given to Display of Cured Meats and the Slicing of Them—Tempting the Purchaser—Results of Trip in Search of New Ideas.

"The whole thing in increasing sales of provisions, cured and boiled meats, butter, eggs, cheese, and so forth, is the way you set them before your customers; that and the quality," remarked the manager of such a department in a Canadian store that does a fine quality business. The remark was the result of a question from The Man in Search of New Ideas for Canadian Grocer.

Take a look over the section where he has control, and draw your own conclusions.

First of all you notice it has a "corner" to itself. Not that there are any walls or even narrow wooden divisions to mark it off, but the goods sold under the heading of provisions are gathered into one place, and stay there. Not eggs and butter here, and cheese there, and bacons and hams in another place. Long and varied experience has proved that provisions have an affinity which is recognized and taken for granted by the housekeeper. So let her have a regular place to go to; a counter reserved for these lines of goods. They do not mix up well with dried fruits, or sugar, or rice or tapioca or cereals, or candies.

Chilled Quarters With Glass Doors.

Probably one reason more than all others for the partnership is that all crave chilled quarters; and the meats quite as much as the butter; and the cheese as much as the meats. This is a point that can be used to good account. Some merchants have a big refrigerator handy, but it is all boarded up. Not so with this store we are visiting: there, everything shows clearly through the glass doors; meat here; butter there; cheese at this place. It makes them look not only cool but fresh. Some merchants, as Canadian Grocer pointed out in the Fall Number, and others, have a special form of refrigerator for the counter, where the ice itself is visible as well as meats and butter. Publicity is one of the best of tonics for your provision department.

A Thermometer in each.

A thermometer is an accessory of the store we are in: hung inside each of the butter refrigerators, to make sure the temperature is not above 50 degrees. At night, when the door is not being opened, it drops to 47 degrees. Two of these refrigerators, the manager tells us, have been re-built with concrete divisions inside, to secure a few degrees of cold more than was possible before. So the temperature is important.

> *WHAT WE NOTICED.*
>
> *A special "corner" of the store for provisions.*
>
> *Two piles of sliced bacon, each layer on a piece of parchment paper, easy to handle, and in no danger of tearing. The top was kept covered with large piece of parchment.*
>
> *Goods kept in glass-covered refrigerators with thermometer in each; few samples left on counters.*
>
> *A meat cutter, silent, swift and finely adjusted.*
>
> *One brand of sausages.*
>
> *Goods wrapped in light not dark or coarse (meat shop) manilla paper.*
>
> *A slice of cheese for the boy.*

The Merits of a Meat Cutter.

A woman is ordering some breakfast bacon. She looks at the refrigerator and sees half a dozen backs with varying degrees of fat. One strikes her as just what she wants and the clerk brings it out and she gives her order as to weight. But you look in vain for the knife for him to cut it with. In the old days it was one of the decorations of the department, but didn't you pity the grocer as he cut the slices with painful slowness, some thick, some thin? Not very inviting to the customer. But this one is different. He goes to a machine and in an instant the circular knife is whirling, noiselessly, save for the light "whiff" that marks its passage through the bacon.. In less than a minute he picks up these even, thin, appetising slices, wraps them in parchment (vegetable) paper, and reaches down for—not the dark coarse wrapping paper that carries a label of the fresh meat shop, but the light yellow of the regular wrapper that is used elsewhere in the grocery store. This is a point worth noting: a woman often will carry the ham or bacon home if it has this light-colored wrapper.

Do not think we are emphasizing the meat cutter out of its real value. Ask almost any head of a successful cured meat department and he will tell you you can't get along without it. He piles up the arguments: it saves time, minutes every order; it turns the slices out all the same thickness, and you can regulate it a dozen ways; it looks nicer for the customer; and by regulation to a thin shaving, it saves waste at both ends, and makes the profit sure.

Piles of Sliced bacon on Parchment.

The store we are in has an alternative to slicing while the customer waits. Beside the weigh scales you notice a couple of piles: bacon slices laid on this same parchment paper; one layer above another. Here is a man coming in to order. He sees the slices, and takes a pound. The clerk picks up a "sheet" of paper with the slices laid evenly upon it and puts it in the scales. Perhaps it lacks a couple of the pound. He picks these up from another sheet, and rolls all up in the parchment first, and then in the light Manilla.

"The customer appreciates this for he can keep this meat in good shape inside this paper at home, using out of it as is required," the clerk explains to The Man in Search.

Notice another point. A small one? Yes, but a number of these "small" points mean all the difference between success and failure in the provision department. When the clerk picked up those two extra pieces to make the pound, they did not stick to any others. Nor did they tear. The parchment kept them apart. A small point, but quite worth while.

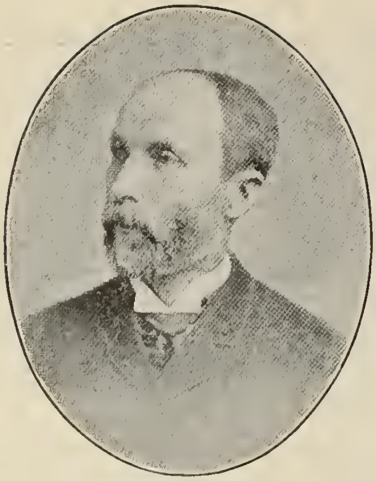
Did Not Leave Meat Exposed.

And once again, another small point. You may have marked that when he was through with those two piles he covered them with a large sheet of parchment, so that you did not see the whole slices, but only the ends at the edge. The cover made it cleaner, and look cleaner; it was not left exposed. You know from experience that it is the easiest thing in the world " to turn the appetite," as we say, in a food store of any kind. Too many flies will do it, sometimes a single fly; or more dust than the law allows; or an open pail or can of some edible. Be careful to have a minimum of samples of provisions open upon your counter.

One or More Brands of Sausages?

While we were talking just now a customer entered the store and made at once for the back to our provision counter. She wanted sausages. Also near the scales is a plate of them, fresh-

(Continued on page 43.)



J. C. ROSE.
The trade knew him as above two decades ago.

HENRY WRIGHT.
As he looked in 1893 when he was senior partner of Wright & Copp.

A. P. TIPPETT,
From photograph taken in the year 1893.

A Glance Into the Past and Some of the Men it Reveals

Portraits, Past and Present, of Grocery Brokers Who Have Spent More Than Two Decades in the Business—What An Old File of Canadian Grocer Recalls—Reminiscences of Earlier Days and Changes in Business Conditions.

LOOKING backward into the mirror of a couple of decades ago, in so far as the grocery trade is concerned, there are to be seen many vigorous men engaged in commercial pursuits who hold the reins to-day even more vigorously than before.

The stability of any young country depends to a large extent on the "staying power" of its men of business. If the majority of those who enter the commercial arena have the ability, the foresight, the courage and the stamina to overcome all obstacles, the country prospers and prospers in a degree commensurate with the prosperity of these business men.

Twenty Years Ago! Is that a long or short time to view the landscape? All a matter of opinion you will say. To the man in the prime of life who has aggressively been pursuing the even tenor of his ways the time may not seem so long. In other cases it may. But counting the years over one by one, following up the many changes that have occurred and reviewing the diary day by day, twenty years is in the present language of the street "some" time.

The Past Recalled.

Canadian Grocer has now been published for more than a quarter century. Recently on looking over an issue which came out in the autumn of 1893—twenty years ago—there were observed some interesting portraits of men in the brokerage business who are recognized to-day as prominent men in the same calling. It was in the Fall Campaign Number of Canadian Grocer of the year above mentioned. For more than twenty years at any rate, these men have pursued their life's work and have been engaged in that all-important problem of collecting from the ends of the earth the foodstuffs and household requirements, without which we might probably be compelled to give up the comforts of the modern civilized home, join the Esquimo of the north and "rustle" each one for himself.

It is not the intention of Canadian Grocer to refer here to all the men of the grocery trade who were in it twenty years ago. They are legion and the task could never be completed. But in the Fall number of 1893 pictures were shown of a number of the then Canadian grocery brokers, the majority of whom are in the ranks to-day.

Their names? Yes, here they are:—J. C. Rose, Henry Wright, A. P. Tippett, J. H. Magor, and Emil Poliwka. All familiar names to-day—to the "old guard" at least.

How did they look in 1893 you ask? The question was anticipated and herewith their old portraits are reproduced. Have they changed much? Another natural question—and as they look to-day so they are shown.

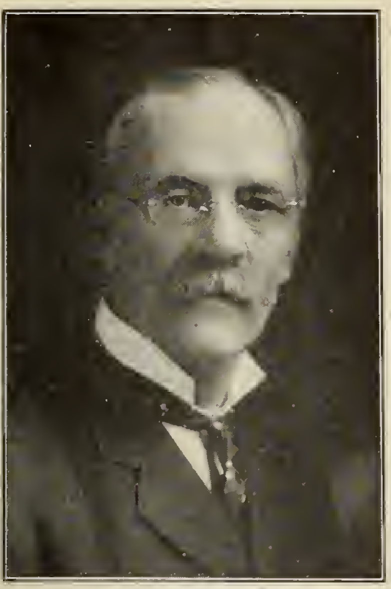
J. H. MAGOR,
As his friends knew him twenty years back

EMIL POLIWKA.
This cut appeared in Canadian Grocer in 1893.

* * *

On "The Family Compact" Plan.

Three generations of Magors are or have been connected with the grocery brokerage firm in Montreal, now known as Magor, Son & Co., Limited. J. H. Magor, the present head, is the connecting link between the first and third, he having been a part of the Magor firm since 1880.



A. P. TIPPETT, Montreal.
A manufacturers' representative who has seen much service—as he looks now.

HENRY WRIGHT, Toronto.
Head of MacLaren Imperial Cheese Co. and who 20 years ago was the youngest grocery broker in Toronto.

J. C. ROSE, Montreal.
As he appears at the age of 69 years, after a long connection with the trade.

J. H. MAGOR, Montreal.
Who is to-day, as he was 20 years ago, head of an old established house.

EMIL POLIWKA, Toronto.
From photograph taken nearly five years ago. He has his picture taken only once every five years.

The item in our "Twenty Years Ago" issue states that "the firm of Frank Magor & Co. was established in 1870 as manufacturers' agents and importers of grocery sundries."

J. H. Magor, whose old and new photographs are reproduced among the others came from England in 1880 to accept a position with his uncle Frank Magor. After his uncle's death he became sole proprietor. Until 1910 the name of the firm was Frank Magor & Co. Then it was changed to Magor, Son & Co., and finally in 1913 to Magor, Son & Co., Limited. At the latter date Mr. Magor's son, Norman A., come into the firm as Vice-President. Thus there are the three generations. Associated closely with the name of Magor is that of Keen & Colman. The firm have represented Keen long before 1893, and since J. & J. Colman joined Keen, Robinson & Co., 10 years ago, Magor, Son & Co. have represented both.

A branch was opened in Toronto in 1907 and while the firm was established there before that, the work of taking care of their trade was found to require the opening of the office.

J. H. Magor has taken a keen interest in municipal work, and is a life governor the General Hospital, Notre Dame, and a few others, while he is an active member of the Board of Trade.

* * *

The Importance of Co-operation.

That the success of any business depends on the co-operation of the individuals connected with it; the loyalty of the entire staff and the character of the support from each member, is one of the opinions held by J. C. Rose, Rose & Laflamme, grocery brokers of Montreal. While Mr. Laflamme is not now connected with the firm—he having gone to his reward in 1907—he and Mr. Rose comprised Rose & Laflamme in 1893 when the former's portrait was reproduced in Canadian Grocer. Mr. Rose was the senior partner. Mr. Laflamme died in December, 1907, and in April, 1908 the firm was reorganized, the personnel including Mr. Rose, W. S. Smyth, John Ritchie, and R. R. Hendery. The support given him by these men in working up the business is mentioned by Mr. Rose particularly in a recent and reminiscent conversation with the writer. He is a great believer in true co-operation.

Mr. Rose is a member of the Board of Trade of Montreal, and strange to say, is also a member of the Engineers Club. Strictly speaking, of course, he is a commercial man with a most familiar knowledge of the grocery business. He is now 69 years of age and although many a grey hair has made its way into his head and beard he is recognized by those who know him as a man young in action and vigor.

A figure, familiar in the business district of Montreal, his confreres and competitors hope he may long be spared to remain among them.

* * *

Grocer and Golfer.

Henry Wright, as the trade well knows is president of the MacLaren Imperial Cheese Co. with offices in both Canada and the United States. As a student of the grocery trade he is well qualified to talk. In referring to Mr. Wright the item in the 1893 issue said in part; "The subject of this sketch is the senior partner of Wright & Copp, the youngest firm of brokers in the grocery business in Toronto. Mr. Wright was born in Brora, Sutherlandshire, Scotland, and he received his early business training in some of the first-class grocery firms of Glasgow and Greenock. After coming to Canada he was for eight years manager for Michie & Co., Toronto, launching out in his present business about 2½ years ago.'' That means that Mr. Wright has followed his present business for 22½ years and that he has been interested in groceries for a good many more. The head offices of the MacLaren Imperial Cheese Co. are located at 69 Front St., East, and have been for several years. It has been found necessary in the course of time to move to larger premises on different occasions and to-day all available space in the present building is in use and more will no doubt be required soon.

If Mr. Wright were asked to put his finger on the greatest change in the grocery trade since he first became identified with it, he would likely refer to the increasing tendencies in the purchasing and selling of goods in package form. There were many sceptics too, he recently stated to the writer, when first this tendency became apparent. Men said, ''Why that will never go; they can never sell cheese, tea, raisins and so forth in package form, the people will never stand for it; the cost will be too high.'' And yet, to-day, says Mr. Wright, the people want goods in packages and are willing to pay for it. ''They know when they buy reputable goods in this way that they are as clean as they can possibly be and that they are getting their goods in handy form.''

From his recent photograph, the reader will easily gather that time has dealt lightly with Mr. Wright. The intervening twenty years of work in building his business do not seem to have worried him in the least. He is hale and hearty and full of life and vigor. Probably much of his present physical condition is due to the love he bears for the international game of golf. The links in summer see him a frequent visitor and if one were detailed to follow his stroke from morning until night he would require considerable physique himself. Henry Wright is a good golfer. While it may not be that he can compete successfully with a Harry Vardon or a James Braid yet Canadian Grocer would feel inclined to back him against any member of the trade. Life with him is not all business. There is some pleasure sandwiched in.

* * *

Business Past and Present.

''Business is a conundrum nowadays. In staple lines competition is so keen that either profits or sales must be cut and with specialties one must almost spend a fortune to introduce them.'' Such is the observation made in a reminiscent mood by a grocery broker, Emil Poliwka, Toronto, who has been connected with the business for close on to half a century.

Mr. Poliwka was born in Germany and was only eighteen years of age when he came to Canada. His reminiscences of his early trip across the Atlantic, his experiences in New York, his trip to Montreal where he first located, and his memories of earlier days in Toronto would in itself fill quite a few pages of this issue, but space will not allow us to go deeply into them. Quoting from our issue of Twenty Years Ago, is found the following: — ''Mr. Poliwka was born in Bremen, Germany, February 23, 1849. He came to Montreal in 1867, where he entered the employ of W. C. Wunderloh. Eighteen months afterwards he entered the employ of the late J. F. Wueff, wholesale importer, Montreal, where he served three years as bookkeeper and confidential clerk. After a brief sojourn in his native land, Mr. Poliwka returned to Canada, and in 1872 began business in Montreal as wholesale importer and manufacturers' agent. He had made a special study of the glue business and at one time controlled that trade in Canada. Eventually he devoted all his business to groceries and druggists' specialties. . . . In August, 1890, he moved his headquarters to Toronto, leaving an agency in Montreal. The firm of Emil Poliwka & Co. has been intimately connected with the sale of Sapolia, having undertaken its introduction into Canada. As this business became almost a business by itself, Mr. Poliwka established and registered the ''Canadian Specialty Co.,'' June 1st, 1891, being himself the sole proprietor.''

In Toronto Mr. Poliwka was eight years on Front St. in the Bickford Building. He then moved to King St. East, where he was for a year and a half and the last 13 years he has been on Colborne St. He will be 47 years in Canada on Jan. 1, next.

About a year ago he took a trip to Montreal—the first for some time—and in the course of his business calls dropped into one place and another to see some of his former old friends and acquaintances. Here was found one of the saddest features of the passing of time. ''Is Mr. ——— in?'' he asked as he stepped into one building in Montreal. ''Just step into the office,'' a clerk requested. There he met a young man. ''Oh, Mr. ———, Sr?'' he then asked. ''Mr. ———, Sr?'' was the astonished reply, ''why he has been in the cemetery since last November.'' And it was the same result in other calls. All his old friends seemed to have been in the cemetery and it made his trip a melancholy one. Finally he dropped into Rose & Laflamme's office and enquired for Mr. Rose. Mr. Rose, however, was in Boston at the time and Mr. Poliwka was forced to return without seeing him. Nevertheless he was glad to know that here was one of his former Montreal acquaintances who had not passed to the great beyond.

Mr. Rose's picture is also shown here and it is a coincidence that Rose & Laflamme with W. H. Dunn now occupy the building in Montreal formerly occupied by Emil Poliwka.

Mr. Poliwka is one of the methodical men of business. He seldom is ill and in fact was never sick in his life apart from a cold or other slight attack. He hasn't lost 12 days in the last 46 years through illness and he has stuck close to business, too. He gets his photograph taken regularly once every five years on his birthday. The next ''fifth'' birthday does not arrive until February, 1914, so that his latest photograph shown of him is now almost five years old. Since that time he has discarded his beard and although he is practically 65 years of age he doesn't really look it.

* * *

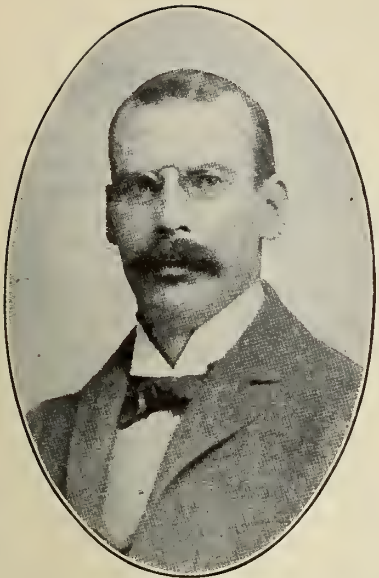
Changes in Business Conditions.

A. P. Tippett & Co. was originally a product of the grocery trade in St. John, N.B. The issue of 1893, above referred to, says that the company ''was established some years ago'' in the New Brunswick city. The item then adds: ''Since then its growth has been gradual until to-day it has agencies in several of the leading cities of the Dominion.''

For 19 years the head office of A. P. Tippett & Co. has been in Montreal. For 15 years it has been at Place Royal, and prior to that on St. Francois Xavier Street.

There is probably no more optimistic man in the trade than A. P. Tippett as to the future of the grocery business in Canada. Yet he sees many conditions to-day which so far as he can observe are not working towards a more stable, healthy and sound country. Looking backward over the last two decades he sees a great change in some methods of doing business. He is particularly struck with the number of trusts and mergers, which, in his mind, have not smoothed out many existing evils. There is often in them, he says, the insane desire to get rich quick in many young men. This, he maintains, tends to inefficiency in help. Then there is, he says, always a discontented feeling existing between labor and capital, which was not so marked as in the earlier days. He predicts a healthier state of affairs out of a reaction he sees in the future.

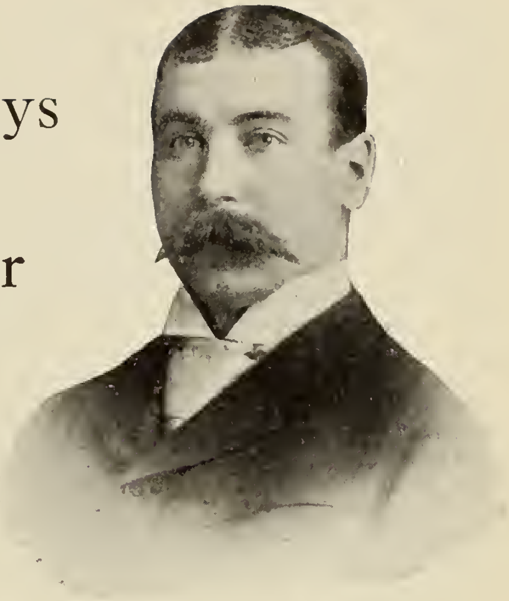
The name of Tippett has always been associated with J. & G. Cox, of Edinburgh, Scotland, and for a long time Griffin & Skelley, of California. Wm. H. Tippett, a brother of A. P. Tippett, has been manager of the Toronto office of the firm for many years, and is well known for his activities in connection with the St. George's Society. F. H. Tippett, who is now connected with the firm, is the only change in the personnel.



HUGH C. MACLEAN.
As he looked back in the year 1893.

In the Early Days of Canadian Grocer

First History of This Paper as Published 20 Years Ago, and Progress That It Since Has Made.



COLONEL J. B. MACLEAN.
From photo taken a few years after Canadian Grocer was established.

IN the same issue of Canadian Grocer which contained the portraits of the aforementioned grocery brokers (Fall Number of 1893) is to be found the first history ever published of The Canadian Grocer itself. This article was recopied at that time from the "American Journalist" of New York, and told how the founder of this paper and of the MacLean Publishing Co., Limited, Col. Jno. Bayne MacLean, began the venture, which has resulted in The Canadian Grocer reaching its present high standard, and in the high standard of the 13 other trade, technical and financial newspapers and magazines. In 1897 a joint stock company was formed, with Colonel J. B. MacLean as president, and his brother, Hugh C. MacLean, as secretary-treasurer.

HUGH C. MACLEAN.
From his latest photograph, taken 11 years after the one above. He is now President of the Hugh C. MacLean Co.

The Canadian Grocer first saw the dawn in a comparatively small room on Jordan Street, Toronto, with Montreal office on St. Francis Xavier Street. As the paper progressed in its early days and others were added by the company, the Jordan Street room became inadequate. The next move was to 64 Wellington Street West, and about the same time the Montreal office was moved to 146 James Street, and later to the Board of Trade Building there.

From Wellington Street, which became too small, the Toronto offices next went to larger premises at 10 Front Street East. But in five years the company had outgrown these, and went to 26 Front Street W., where a printing plant was installed. In less than five years the two floors they had here had proved inadequate, and back they went to 10 Front Street E., and this time the entire building there was leased for ten years. But before the ten years had gone by, again were the premises too small. A large block of land on University Avenue was acquired, having a frontage of 200 feet along the avenue by 100 feet in depth, with part of the property running another 100 feet through to Centre Avenue. On the latter a building was erected, and so planned to be used exclusively for printing machinery. Plans are now ready for a new five-storey addition to this building to house the editorial and business staffs.

The Montreal staff now occupy modern offices in the Eastern Township Bank Building. Branch offices have been opened in Winnipeg, New York, Chicago, and Vancouver, at head of each of which are men who received their early training at the Toronto or Montreal offices. The London, England, office on Fleet Street, was recently doubled in size, and in ten years' time has occupied an entire floor.

Some 15 years ago Hugh C. MacLean decided to retire from the MacLean Publishing Co. and go abroad. On his return he bought "The Commercial," Winnipeg, and settled in that city. A short time later he bought the Mortimer publications of Toronto, and formed the Hugh C. MacLean Publishing Co., of which he is the president. He is also president of the Muskoka Navigation and Hotel Co., which owns a line of

COLONEL J. B. MACLEAN,
In military dress, from last photograph he has had since 1893. The MacLean Publishing Co., of which he is president, now publishes 14 trade and technical newspapers and magazines.

steamers and summer hotels on the Muskoka Lakes.

From the old file of the autumn of 1893 are given herewith a few extracts regarding the foundation of The MacLean Publishing Co., and of its progress up to that time:—

"We have been watching the past few years the rapid development of trade journalism in this and other countries, but we think no journal in any country has shown such amazing advancement, in every sense of the word, as has The Canadian Grocer and its publishers, The J. B. MacLean Publishing Co. of Toronto, Canada.

"When some six years ago J. B. MacLean, the commercial editor on the Daily Mail, Toronto, launched out upon the sea of trade journalism in Canada with his Canadian Grocer, his heart must have been filled with as great a faith in the ultimate success of the venture as was that of the intrepid and fearelss Genoese mariner, to whom we owe the discovery of the Western Hemisphere. Unlike the great Columbus, however, Mr. MacLean had a trusty lieutenant in the person of his brother, Mr. Hugh C. MacLean, whose experience as a business manager, strengthened the hand at the helm, and the two mariners were thus able to make a grand struggle for the goal they had decided to reach—namely, to become the leading publishers of trade newspapers in America. That their faith in themselves was not misjudged is evidenced by the success that has attended their every new departure in their selected line. A retrospective glance at their career cannot fail to be of interest generally, and of value to live, energetic and pushing men in every call of life, particularly as it is another living evidence of what conscientious adherence to honest business principles, singleness of purpose, self-trust, concentration of ideas, and executive ability can accomplish.

"Their primary venture, The Canadian Grocer, made its first appearance in the fall of 1886, issuing as a monthly periodical, and one can imagine the joyful vibration of their heartstrings when it is stated that their first issue of 10,000 sample copies sent to every retail merchant in the Dominion brought them one solitary subscriber. But like their plucky ancestor, Robert Bruce, they were not daunted, and, like Bruce's spider, they 'tried again,' and their second issue of 10,000 copies brought five subscribers. Another ecstatic thrill along their vertebral column. Realizing that a monthly paper would be of but comparatively little use as a guide to the ever fluctuating grocery market, a weekly issue was decided on, and the first number appeared on January 7th, 1888. The change was appreciated by the trade, and to-day The Canadian Grocer is in the hands of every live wholesale and retail grocer in the Dominion, and no merchant who is properly alive to the interests of his business and who desires to keep in touch with the times and the advanced strides made in storekeeping, is without The Canadian Grocer. It must not be assumed that success came of itself—it never does—people are born rich and lucky, but never successful, and the position this journal has won for itself in Canadian journalism and with the trade it represents is due to the hard and conscientious work of the brothers MacLean, their upright, fearless and independent attitude toward the trade—wholesale and retail—their honest business principles, the purity and tone of their matter, and the entire absence of everything savoring of sensationalism or fakeism, so deplorably common in these days.

"The reliability of The Canadian Grocer's weekly markets reports is one of the principal attractions for the retail merchant, as its columns are not controlled by any 'bear' or 'bull'; the actual state of the market is presented, and such opinions as are expressed emanate from the journal's own reporters, whose long experience in trade matters warrant their criticisms and forecasts. As an advertising medium, the columns of The Canadian Grocer are acknowledged without an equal by those who desire to come in direct contact with the wholesale and retail grocery trade, and this fact is borne out by the continually increasing patronage of the largest, most influential and shrewdest business men and manufacturers in Canada, the United States and England, bestowed in The Grocer week after week, and it can be said to-day that few manufacturers' or wholesale grocers' names of any standing are missing from its columns. The Annual Fall Number of The Grocer is a feature in trade journalism unsurpassed on this Continent. The object of this fall trade number is to give the regular advertisers an opportunity of reaching without extra cost many merchants who are not regular subscribers. To such an extent and reliability have the columns of The Canadian Grocer as an advertising medium grown that it is not so much a question now as to whether it will pay to advertise in this journal, but whether they can afford to have their names missing from this directory. Every advertisement in The Canadian Grocer is an evidence of vitality and reliability of the advertiser, and the trade generally are beginning to realize that it pays to advertise in the trade journal, and only in the best."

The MacLean Publishing Co. now issue, in addition to Canadian Grocer, the following publications:—Hardware and Metal; Dry Goods Review; Men's Wear Review; Bookseller and Stationer; Printer and Publisher; Sanitary Engineer, Plumber and Steamfitter of Canada; Canadian Machinery; Power House; Canadian Foundryman; Marine Engineer; The Financial Post of Canada; MacLean's and Farmers' Magazines.

Canadian Grocer still has many subscribers who began with it 25 to 28 years ago, though 25 years ago it had not more than 1,500 subscribers. To-day the total circulation of all the MacLean papers is about 105,000.

Publications now issued by The Hugh C. MacLean Co. include The Commercial, Electrical News, Western Lumberman, Western Canada Contractor, Footwear, Canada Lumberman, Contract Record, and MacLean's Daily Reports, Ltd.

The second photograph of Colonel J. B. MacLean shows him in military dress. It was taken some time ago, but is the only portrait he has had since the one shown twenty years ago. It nevertheless is a splendid likeness of him as he looks to-day. The second picture of his brother, Hugh C. MacLean, was taken in 1905, it being the latest he has.

TWENTY YEARS AGO IN THE GROCERY TRADE

Following are news items from Canadian Grocer of December 1, 1893:—

> "E. W. Leith has purchased the goodwill of the general store kept by Daniel Gorrie in Haliburton, Ont., and will carry on the business as successor to Mr. Gorrie."

Editorial Note.—The name of "Gorrie" is still a familiar one in Haliburton where Gorrie & Co. operate a general store.

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> "The Toronto City Travelers' Association met on Friday night, President Owen in the chair. Several new members were introduced and a number were balloted for and elected. It was decided to hold the annual ball December 29 in Confederation Life Building. Ben Dack, of Warren Bros. & Boomer, is chairman of the ball committee, and E. N. Tyrell, of Lyman, Knox & Co., is secretary. The Commercial Travelers' Association will be in session in Toronto December 29, and a good many of the members of that organization are expected to grace the ball with their presence."

Editorial Note.—Warren Bros. & Boomer mentioned are to-day Warren Bros., wholesale grocers, Toronto.

Current News of the Week

Quebec and Maritime Provinces.

Harry J. Hellard, general merchant, Kirk's Ferry, Que., is succeeded by P. Flemming.

The stock of P. Daoust, grocer and liquor merchant, Montreal, was damaged by fire and water recently. It was insured.

W. E. Forbes, Forbes & Madeau, Montreal, manufacturers of starch, jellies, borax, etc., was in Ontario this week in interest of the firm.

A. & R. Loggie, Limited, general merchants and canned goods packers, Loggieville, N.B., sustained a fire loss at Escuminac.

Fire did damage to the extent of $14,000 to the premises and stock of J. B. Renaud and Company, wholesale provision merchants, St. Paul Street, Quebec, P.Q. The loss is covered by insurance.

Ontario.

Jno. Budge, grocer, Winona, Ont., has sold to F. S. Corson.

Jno. McPherson has opened a grocery store in Forest, Ont.

The stock of Mrs. J. M. Legouas, Ottawa, Ont., was damaged by fire.

J. H. Galloway, has opened a manufacturers' agency office at 11 Market St., Hamilton, Ont.

Peter Mark, general merchant, St. Eugene, Ont., has sold out his business to Wilfrid Lafrance.

Thomas D. Hicks, Mt. Forest, Ont., dealer in groceries, flour and feed, has sold his business to M. McWhinney.

F. Lawson's grocery store, Orillia, Ont., was burglarized recently, the thieves getting about $3.50 from the register.

R. Kirby, of Kirby Bros., grocers, Sarnia, Ont., was married recently to Miss Beatrice Cossey. Canadian Grocer extends to them heartiest congratulations.

Thirty-one bags and two barrels of sugar were stolen from the railway tracks in Toronto recently. Only the thieves who secured the barrels were caught.

D. A. Gordon has resigned the presidency of the Dominion Sugar Co., Wallaceburg, Ont., and gone south for a couple of months in search of better health.

The London Retail Grocers' Association held their banquet on Wednesday evening at which grocers from other cities were present. A full report will appear in next week's issue.

The Retail Merchants' Association of Canada are advising their members to consult the head office before having anything to do with the Canadian Industrial Peace Association. The object of the organization is stated to be the settlement of labor disputes and the eventual doing away with all industrial warfare.

W. M. McLaren, president McLaren's, Limited, Hamilton, Ont., has passed away. His death was rather sudden, following an operation. While he had been ailing slightly for some time his illness was not regarded as being serious. He returned from New York a short time before his death after having been there on a business trip, and it was decided that he should undergo an operation to relieve him of his trouble. Deceased was born in Liverpool fifty-nine years ago, and had resided in Hamilton for the last forty years.

An interesting legal action over an egg contract is being heard this week in Peterborough, which will recall the slump in eggs last spring. The Peterborough Cold Storage Co., Limited, are suing John Hawley, Toronto, for $1,979.77 and interest. Plaintiffs aver that defendant agreed to take 1,500 cases of selected eggs candled out of storage and shipped up to January 15 at 27½ cents per dozen f.o.b. Peterborough. Up to February 26, 900 cases were shipped but defendant refused to accept and pay $4,950 for the balance. Plaintiffs sold 75 cases at 24 cents a dozen, or $540; and 525 cases at 16 cents a dozen, making a total of $2,970, losing $1,979.77 on the transaction for which amount they are suing. Defendant claims the latter shipments were musty and not fit for resale and has entered a counter claim for $2,500 for damage through loss of old customers.

Western Canada.

J. H. Harder has opened a new grocery business in Mortelach, Sask.

Kelly, Douglas & Co., wholesale grocers, Vancouver, sustained a heavy fire loss recently on their building. Great damage was done by water. Their loss is estimated at $140,000.

H. Donkin & Co., wholesale grocery brokers, Vancouver, B.C., owing to a recent fire which destroyed their premises at 365 Water St., have moved to temporary premises at 120 Homer Arcade Building.

H. H. Cooper & Co. will open a wholesale grocery warehouse at Second St. and Columbia Ave., Edmonton, Alta., on December 1. Mr. Cooper was formerly manager in Edmonton for the A. MacDonald Co. He is president of the Edmonton Board of Trade.

SHORTEN CREDIT TERMS.

New Westminster, B.C., Nov. 27.—(Special).—The grocer members of the Retail Business Men's Association of New Westminster have agreed to a signed document to shorten terms of credit. In making this move the grocers have tried to make it clear that it is not intended to be an arrogant or suddenly conceived idea. It is merely a matter of good, sound business. Trade conditions, they maintain, have made it imperative, and when recently all wholesale houses shortened terms of credit from thirty to fifteen days, the only thing to do was to carry this along to the consumer. The agreement, which was signed by nearly all the retail grocers of the city, and all the important ones, reads: "All accounts are due and payable by the...... day of the following month in which the goods have been supplied. Any customer not having paid the previous month's account by this time will not be supplied any further by any of the undersigned merchants until the amount that is due or part due shall be paid."

This has been sent out in circular form. It is a question if it can be strictly lived up to, but even so it should prove of service in bringing to the consumer the importance of paying for goods obtained before a big bill is run up.

Letters to the Editor

Elm Tree, Ont., Nov. 20, 1913.

Canadian Grocer.—Please find enclosed P.O. $2.00, in payment for subscription to Grocer to May, 1914. Would you please tell me through Canadian Grocer where I can buy plain white ironstone plates, cups and saucers, also odd pieces of glassware, such as cream pitchers, berry dishes, cake dishes, etc., decorated?

J. W. T.

Editorial Note.—Nerlich & Co., 146 Front Street West, Toronto, carry all these lines.

Advances in Almonds and Domestic Sardines

Trouble with Fig Shipments in Passage—Advances Looked for in Several Canned Fruits and Vegetables Next Week—Prunes Will Be Higher.

MARKETS IN BRIEF

QUEBEC MARKETS.

PRODUCE AND PROVISIONS—
- Eggs up 5c for new laid and 2c for selects, No. 1s and No. 2s.
- Use of New Zealand butter in States will tend to make prices firmer in Canada.
- Stocks of cheese being steadily reduced and higher price expected.

FISH AND OYSTERS—
- Mild weather kept frozen fish business at standstill.
- Codfish scarce in every form.
- Trade very active on approach of Advent.

FRUIT AND VEGETABLES—
- Emperor grapes advance 25c.
- Cranberries, early blacks, decline 25c.
- Egg plant advances to $5.00 for 2 dozen.
- Fameuse apples at almost prohibitive prices.

FLOUR AND CEREALS—
- Demand for winter wheat flour improves owing to small stocks of Ontario.
- Good demand from foreign buyers for cereals.
- Shading of one dollar per ton on nearly all mill feeds.

GENERAL GROCERIES—
- Sugar market strength maintained.
- Festivities increase molasses trade.
- Figs advance ½c.
- Prune market still strong.
- Walnuts, almonds and filberts advance ½c in shell, and shelled almonds 1c.

ONTARIO MARKETS.

PRODUCE AND PROVISIONS—
- Eggs advance 1 to 3c, fresh laid being 45 to 50c.
- Butter market higher if New Zealand supply is cut off to any extent. Fresh creamery up 1 to 2c, and separator 1c.
- Pure lard up ¼c.
- Cooked hams decline 1c.
- Hogs down to $8.15, lowest in many weeks.

FISH AND OYSTERS—
- Qualla salmon, lake herring and halibut reduced about 1c.
- New hand smoked halibut on market.
- Ciscoes coming in more freely now.

FRUITS AND VEGETABLES—
- California navels arrive at $3.75-$4.25, and Mexican oranges also in, at $2.25-$2.50.
- Almeria grapes firmer, with improved quality.
- Verdelli lemons now off market.
- Potatoes continue firm, but without advance.

FLOUR AND CEREALS—
- High ocean rates injures export of flour. Export bids out of line.
- Cornmeal coming more freely. Demand for this and rolled oats good.

GENERAL GROCERIES—
- New figs generally arriving in good shape.
- Canadian hand picked beans up 15c.
- Advance in Canadian sardines, with Norwegian and French very scarce.
- Advance expected next week in some canned fruit and vegetables.
- Almonds up again.

QUEBEC MARKETS.

Montreal, Nov. 26.—More snappy weather would probably have a good effect on most lines, although it cannot be said that there has been much complaint, as in most cases wholesale grocer has increased his turnover from the corresponding period last year. We must, of course, take into consideration increased population when making this statement, and also fact that a man must furnish himself with the necessities of life, and these, to a great extent, come from the grocer. However, the money tightness has had little or no effect on the trade here, and, although collections are a little slower out West, the trade report that there is no difference of any consequence in Eastern collections, as they are being received regularly.

It must be said that the Western collections were counted on to be slow this year, and one firm state that they had made provision for additional accommodation for their customers if called upon, but that the figure which they estimated would be needed fell away below their expectations.

It is interesting to learn that in face of all the talk concerning the tightness of money, lines which might be termed "luxuries" as well as the necessities are in great demand. It was learned from one firm to-day that when ordering the high-priced "luxuries" this year they made ample provision for increased business, but at the present time their stocks in this direction are completely exhausted, as the demand has been far in advance of their expectations. All seasonable goods are in great demand, dried fruits and canned goods being very prominent.

There has been a general advance on imported sardines averaging about $1 per case, and it is said that reason for this is accounted for owing to poor catch this year, coupled with large demand. It is possible that price of lobster might have a tendency to increase the demand of sardines, as the price of the former is high at present.

SUGAR.—This market is firming up, although the demand is not exceedingly large, and an every day business is ruling in the plain sugars, while quite an increased demand is reported in the fancy lines. Most large dealers have provided themselves for some time to come, and it can be said that the local trade is nothing more than hand-to-mouth, with prices the same as last week.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 40
20-lb. bags	4 50
2 and 5-lb. cartons	4 70
Second grade, in 100-lb. bags	4 25
Extra Ground Sugars—	
Barrels	4 80
50-lb. boxes	5 10
20-lb. boxes	5 20
Powdered Sugars—	
Barrels	4 80
50-lb. boxes	5 00
25-lb. boxes	5 00
Paris Lumps—	
100-lb. boxes	5 15
50-lb. boxes	5 35
25-lb. boxes	5 45
Crystal Diamonds—	
Barrels	5 28
100-lb. boxes	5 35
50-lb. boxes	5 45
5-lb. cartons	6 39
Crystal Dominoes, cartons	7 10
Yellow Sugars—	
No. 3	4 45
No. 2	4 45
No. 1	4 05

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

MOLASSES AND SYRUP.—As the French-Canadians celebrate the Feast of St. Catherine on the 25th of November by making "taffy," it is surprising indeed to note what a difference this has made on the market during last week. Some celebrations consist of banquets or parties, while others are simply confined to families, especially in the rural districts. However, as the demand is only temporary, it has not had any effect on prices.

Barbados Molasses—	Prices for Island of Montreal. Extra Fancy.	Fancy.	Choice
Puncheons	.44	.41	.39
Barrels	.47	.44	.42
Half Barrels	.49	.46	.44

For outside territories prices range about 2 cents lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.		0 04
Pails, 38½ lbs., $1.85; 25 lbs.		1 35
Cases, 2 lb. tins, 2 doz. in case		2 50
Cases, 5 lb. tins, 1 doz. in case		2 85
Cases, 10 lb. tins, ½ doz. in case		2 75
Cases, 20 lb. tins, ¼ doz. in case		2 70
Maple Syrups—		
Pure, per 8½ lb. tin		0.75
Pure, in 15 gal. kegs, 8c. per lb., or per gal		1.00
Maple Sugar, pure, per lb.	0 10	0 11

DRIED FRUITS.—This market has been a busy one all week, and the demand is brisk in all departments. The only change that has taken place is price of figs, which has advanced ½ cent. The prune crop is not so plentiful this season, and this will not be helped any by a report, which has just come to hand, to effect that prunes to extent of 1,500 tons were destroyed by fire in Santa Clare Valley packing houses. The demand for Valencia raisins has been firm, but no change in price has taken place. All lines are in good demand.

EVAPORATED FRUITS.		Per lb.
Apples, 50-lb. boxes	....	0 09
Nectarines, choice	....	0 11
Peaches, choice	....	0 10½
Pears, choice	....	0 13
Apricots	0 16	0 20

DRIED FRUITS.		
Candied Peels—		
Citron	....	0 16
Lemon	....	0 10
Orange	....	0 11
Currants—		
Amalias, loose	....	0 07
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg..	....	0 07¼
Fards, choicest	....	0 11
Hallowee, loose	....	0 06
Hallowee, 1-lb. pkgs.	....	0 07¼

Figs—		
Finest, 6 crown, about 12 pounds	....	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 11½	0 13
50 to 60, in 25-lb. boxes, faced	0 10½	0 11½
60 to 70, in 25-lb. boxes, faced	0 09	0 10½
70 to 80, in 25-lb. boxes, faced	....	0 09½
80 to 90, in 25-lb. boxes, faced	....	0 09
95 to 100, in 25-lb. boxes, faced	0 08	0 08½
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 75	6 00
Muscatels, loose, 3 crown, lb	....	0 08½
Sultana, loose	....	0 09
Sultana, 1 lb. pkgs.	0 09½	0 13
Valencia, new	0 06¼	0 07½
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

RICE AND TAPIOCA.—Although this market is a trifle brisker than last week, it is still comparatively quiet. A slight increase is always due when the cold weather starts, and this accounts for increase in business. Prices remain same as last week.

Rangoon Rice—	Per cwt.
"B," bags 50, 100 and 250 lbs.	3 30
"B," pockets, 25 lbs.	3 40
"B," pockets 12½ lbs.	3 50
"C.C.," bags 50, 100 and 250 lbs.	3 20
"C.C.," pockets 25 lbs.	3 30
"C.C.," pockets 12½ lbs.	3 40
India bright	3 45
Lustre	3 55
Fancy Rices—	**Per cwt.**
Polished Patna	4 40
Pearl Patna	4 60
Imperial Glace	4 90
Sparkle	5 10
Snow, Japan	5 30
Ice drips, Japan	5 45
Crystal, Japan	5 10
Carolina head	7 10

Imported Patna—	Per	lb.
Bags, 224 lbs.	0 05⅛	0 05⅝
Half bags, 112 lbs.	0 05¼	0 05½
Quarter bags, 56 lbs.	0 05⅜	0 05⅝
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05

NUTS.—The demand, of course, at this season of the year, is good, and this last week was no exception; in fact, prices have advanced in some instances, and the increased demand is blamed. Filberts, almonds and walnuts have advanced ½ cent, while shelled almonds show an increase of 1 cent.

Shelled walnuts, per lb.	....	0 33
Shelled almonds, 28 lb. boxes, per lb.	0 40	0 41
Finest filberts	0 12½	0 14
Brazils	....	0 21
Pecan	....	0 20
Almonds	0 17	0 18
Walnuts	0 15½	0 17
Peanuts	....	0 13
Peanuts (G)	....	0 09

TEAS.—Locally there would be a mighty heavy movement of teas if stocks were large enough to allow of complete filling of orders. Japans were in the limelight all along, while Chinas, which hitherto could have done with some stimulation, are now more called for.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 75	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Spanish No. 1	....	0 12¾
Virginia No. 1	....	0 13¼
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey, gunpowder, pinhead	0 30	0 50

ONTARIO MARKETS.

Toronto, Nov. 27.—Conditions are much the same as reported last week. Orders for Christmas goods are coming in in smaller quantities than one year ago, owing to cautious attitude of retailers who have refused to stock up to any extent. As result wholesalers expect to be busy with local trade up to a few days before Christmas. However, this condition of affairs has been experienced since last spring, so if only total volume is heavy when accounts are checked up there will be little complaint.

SUGAR.—Prices remain steady, with no special fluctuations locally to chronicle this week. Raw markets eased off a little, and beet market in Europe has been fluctuating with general tendency a little down. Estimate of total beet crop in Europe has increased a little over last year, but beet crop of "convention" countries only show estimate of 480,000 tons less than last year's. This is due to Russia alone having bigger crop, but this is not available for purchase outside owing to Brussels Convention, so that net result is firmer prices.

Locally demand for consumption is unusually good for this time of year, and there is no change in sight, either up or down.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 50
20 lb. bags	4 60
2 and 5 lb. cartons	4 80
Beaver granulated, in 100 lb. bags	4 35
Extra Ground Sugars—	
Barrels	4 35
50 lb. boxes	5 10
25 lb. boxes	5 30
Powdered Sugars—	
Barrels	4 70
50 lb. boxes	4 90
25 lb. boxes	5 10
Paris Lumps—	
100 lb. boxes	5 25
50 lb. boxes	5 35
25 lb. boxes	5 55
Crystal Diamonds—	
Barrels	5 30
100 lb. boxes	5 25
50 lb. boxes	5 35
5 lb. cartons	7 40
Crystal Dominoes, cartons	7 50
Yellow Sugars—	
No. 3	4 45
No. 2	4 35
No. 1	4 05

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

COFFEES. — Further failures of planters were recorded in Brazil at close of week, which caused weakness in market, but this week they have firmed up. Good grades of Santos command a premium, as they are reported scarce. Steamer Santa Lucia arrived this week with record cargo of 76,000 bags of Santos, which will be rapidly absorbed, as visible stocks in United States are unusually small, and business is very active.

Coffee, Roasted—		
Bogotas	0 27	0 28
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 18	0 20
Santos	0 22	0 23
Chicory, per lb.	0 10	0 12

SPICES.—With Christmas season on trade shows considerable improvement and tendency is for prices to continue firm.

	5 and 10 lb. Tins.	¼ lb. pkgs., doz.	¼lb. tins. doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	23—28	72—0 90	90—1 15
Cloves	30—35	1 08—0 95	..—1 00
Cream tartar	30—33	....	....
Curry powder	..—35	....	....
Ginger	22—27	65—0 85	75—0 95
Mace	75—1 00	....	..—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	18—20	67—0 75	80—0 90
Peppers, white	28—29	95—1 10	1 10—1 20
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	75—0 00	75—0 00
Turmeric	16—18	....	....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Cardamom seed, per lb., in bulk	1 80	2 25
Carraway, per lb.	....	0 12
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 10	0 12
Celery seed, per lb., in bulk	0 30	0 35
Shredded cocoanut, in pails	0 18	0 20

RICE AND TAPIOCA.—Trade is rather dull, and Rangoon rice is about ½ cent easier. White sago is in same position.

Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	....	0 05
Patna, per lb.	0 05⅛	0 06⅛
Japan, per lb.	0 05½	0 06
Java, per lb.	0 06½	0 07
Carolina, per lb.	0 08	0 10
Sago—		
Brown, per lb.	0 04½	0 06
White, per lb.	....	0 05
Tapioca—		
Bullet, double goat	....	0 09½
Medium pearl	....	0 05
Seed pearl	....	0 05½
Flake	....	0 09½

MOLASSES AND SYRUPS.—Business is improving, and will be good for next couple of weeks. Prices are unchanged.

Syrups—	Per	case.
2 lb. tins, 2 doz. in case	....	2 50
5 lb. tins, 1 doz. in case	....	2 85
10 lb. tins, ½ doz. in case	....	2 75
20 lb. tins, ¼ doz. in case	....	2 70
Barrels, per lb.	....	0 03½
Half barrels, lb.	....	0 03¾
Quarter barrels, lb.	....	0 04
Pails, 38½ lbs. each	....	1 85
Pails, 25 lbs. each	....	1 35
Molasses, per gallon—		
New Orleans, barrels	0 27	0 29
New Orleans, half barrels	0 29	0 31
West Indies, barrels	....	0 28
West Indies, half barrels	....	0 30
Barbados, fancy, barrels	0 45	0 47
Barbados, fancy, half barrels	0 49	0 50
Maple Syrup—Compound—		
Gallons, 6 to case	....	4 80
½ gals., 12 to case	....	5 40
¼ gals., 24 to case	4 80	5 40
Pints, 24 to case	2 70	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	....	1 25
Gallons, 6 to case	6 60	8 00
½ gallons, 12 to case	....	7 25
Quarts, 24 to case	7 25	8 40
Pints, 24 to case	....	4 70
Maple Sugar—		
Pure, per lb.	0 14	0 15
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	....	3 00
Maple butter, lb. tins, dozen	....	1 90

DRIED VEGETABLES. — Canadian hand-picked beans, with holding off by farmers, took another advance of 10 to 15 cents. Austrians will soon come in if prices rise much higher.

Beans—	Per	bushel.
Canadian, extra H. P.	2 25	2 35
Yellow eyes	....	3 25
Brown	....	2 75
Lima	0 07½	0 08
Peas, Canadian, per .....bus.	....	2 60
Psas, green, imported, bus.	....	2 60

DRIED FRUITS.—Prices in big sizes of prunes have been advancing and now comes report from California that 50-60s and 60-70s are becoming scarce, a condition with intermediate sizes that was never experienced before. Shipper writes that public must be content soon with big and small sizes, and probably chiefly with latter. Oregons are coming freely into market with scarcity of Californias, and so far furnish only 30-40s in sight. They are a little bitter but with some classes are only prunes used. Prices average about 1 cent lower than

Californias where both sizes are quoted side by side.

Letter from San Francisco to Canadian importer states that at coast prune stocks are very low and recent destruction of 1,400 tons by fire had decidedly firm effect on market. Some look for considerable advance before new crop, and care must be taken in ordering assortments as all orders cannot be filled.

Of peaches it is said prices are low considering crop was only 2-3 of last year, and quality is good. Apricots are pretty well cleaned up.

In raisins the Association seems to have secured upper hand at last, and some outside packers had to go to it to fill orders. Proof of this position as taken by Canadian Grocer is announcement that prices of Association will be guaranteed to August 1, 1914. First date was April 1, 1914.

Fig situation shows little improvement. Many shipments were injured by salt water coming over or warm weather and it is more difficult even than last week to secure first-class goods.

Sultana raisins, new stock, show decline of about 2 cents on old.

Apples, evaporated, new, per lb.	0 09	0 09½
Apples, evaporated, old, per lb.	....	0 08
Apricots—		
Standard, 25 lb. boxes	0 15½	0 16½
Choice, 25-lb. boxes	0 18	0 18½
Fancy	0 22	0 24
Candied Peels—		
Lemon	....	0 11
Orange	....	0 12
Citron	....	0 16
Currants—		
Filiatras, per lb.	....	0 06½
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	0 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ¼ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 08	0 08½
Package dates, per bag	0 07	0 08½
Hallowees	....	0 06½
Figs—		
3 crown layers	0 10	0 11
4 crown layers	0 10½	0 11½
5 crown layers	0 11½	0 12½
6 crown layers	0 12½	0 13½
7 crown layers	0 14	0 15
Fine pulled	....	0 14
Natural figs, in bags, lb.	0 05	0 07
Comadre figs, in taps, per lb	....	0 04¾
Prunes—		
30-40s, Oregons, new crop, 25 lb. boxes	....	0 15
40-50s, 25 lb. boxes	....	0 12½
50-60s, 25 lb. boxes	....	0 11
60-70s, 50 lb. boxes	....	0 10
70-80s, 50 lb. boxes	....	0 09½
80-90s, 50 lb. boxes	....	0 09
90-100s, 50 lb. boxes	....	0 08½
25 lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	....	0 08¼
Choice, 50-lb. boxes	....	0 09
Choice, 50-lb. boxes	....	0 08½
25 lb. boxes ¼c more.		
Raisins—		
Sultana, choice, new	0 08	0 10
Sultana, fancy, new	0 10	0 12
Valencia, new stock	0 06¾	0 08½
Seeded, fancy, 1 lb. packets	....	0 10
Seeded, choice, 1 lb. packets	....	0 09½
Seeded, choice, 12 oz.	....	0 08
Seedless, 16 oz. packets	0 09¾	0 10
Seedless, 12 oz. packets	0 07¾	0 08

NUTS.—Every wholesaler agrees that present high markets will go higher in nearly all kinds of nuts. Report from Spain this week shows advance of 150s per cwt. or over 1-3 cent in almonds and stocks are almost exhausted. Walnuts are also higher. New season nuts have all arrived.

In shell—	Per lb.	
Almonds, Formigetta	0 15	0 16
Almonds, Tarragona, new	0 16	0 17
Brazils	0 21	0 22
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 13	0 14
Peanuts, green, per lb.	0 08	0 10½
Peanuts, roasted	0 09	0 11½
Pecans	0 15	0 16
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Grenoble, new	0 15	0 16
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	0 40	0 41
Filberts	....	0 27
Peanuts	0 09	0 10
Pecans	....	0 50
Walnuts	0 32	0 35

CANNED GOODS.

Toronto, Dec. 27.—Advance of 25 cents is reported in domestic sardines and 2 francs in French in Europe. Latter advance has not taken effect here as few hold any stocks.

Next week some advances are expected by brokers in canned fruits and vegetables as indicated before.

FRUITS.

Apples—		
3's, Standard		1 07½
3's, Preserved		1 47½
Gals., Standard		3 02½
Gals., Preserved		4 02½
Blueberries—		
2's (Huckleberries) standard		1 47½
2's (Huckleberries) preserved		1 77½
Gals. (Huckleberries) standard		6 52½
2's Black Cherries, pitted H.S.	....	1 92½
2's Black Cherries, not pitted H.S.	....	1 52½
2's Red, Ptd, Cherries, H.S.	....	1 92½
2's Not ptd., Red Cherries, H.S.	....	1 52½
Gals., Ptd., Cherries	....	8 52½
Gals., Not Ptd., Cherries	....	8 02½
2's Cherries, White Ptd., H.S.	....	1 92½
2's Cherries, White, Not Ptd., H.S.	....	1 52½
2's Black Currants, H.S.	....	1 92½
2's Preserved, Black Currants	....	2 27½
Gals. Black Currants, standard	....	5 27½
Gals. Black Currants, solid pack	....	8 27½
2's Red Currants, H.S.	....	1 92½
2's Red Preserved Currants	....	2 27½
Gal. Red Currants, standard	....	5 27½
Gals. Red Currants, solid pack	....	8 27½
2's Gooseberries, H.S.	....	1 77½
2's Gooseberries, Preserved	....	2 02½
Gals. Gooseberries, standard	....	7 02½
Gals. Gooseberries, solid pack	....	8 77½
Grapes—		
2's, white, Niagara, preserved		1 37½
Gals., white, Niagara, standard		3 27½
Lawtonberries, gals., standard		7 02½
2's Pineapple, sliced, H.S. White Bahama	....	1 92½
2's Pineapple, grated, H.S. White Bahama	....	1 47½
2's Pineapple, whole, H.S. White Bahama	....	1 92½
3's Pineapple, whole, H.S. White Bahama	....	2 47½
Peaches—		
2's white, heavy syrup		1 27½
2½'s white, heavy syrup		1 77½
3's white, heavy syrup		1 87½
1½'s yellow, flats, heavy syrup		97½
2's yellow, heavy syrup		1 27½
2½'s yellow, heavy syrup		1 77½
3's yellow, heavy syrup		1 87½
3's yellow, whole, heavy syrup		1 52½
3's pie, not peeled		97½
3's pie, peeled		1 27½
Gals., pie, not peeled		2 52½
Gals., pie, peeled		3 77½
Pie fruits, assorted, gals. (add 5 per cent.)		....
Pears—		
2's Bartlett, heavy syrup		1 52½
2½'s Bartlett, heavy syrup		1 77½
3's Bartlett, heavy syrup		2 02½
2's Flemish beauty, heavy syrup		1 47½
2½'s Flemish beauty, heavy syrup		1 72½
3's Flemish beauty, heavy syrup		1 97½
2's Keiffers, heavy syrup		1 27½
2½'s Keiffers, heavy syrup		1 52½
3's Keiffers, heavy syrup		1 77½
2's light syrup, globe		97½
3's light syrup, globe		1 37½
3's pie, not peeled		97½
3's pie, peeled		1 27½
Gals., pie, not peeled		2 52½
Gals., pie, peeled		3 77½
Pineapple, sliced, 2's		2 00
Plums—		
2's, Damson, light syrup		87½
3's, Damson, light syrup		1 27½
2's, Damson, heavy syrup		97½
3's, Damson, heavy syrup		1 37½
Gals., Damson, standard		2 77½
2's, egg, heavy syrup		1 07½
2½'s, egg, heavy syrup		1 37½
3's, egg, heavy syrup		1 47½
2's, green gage, light syrup		97½
2's, green gage, heavy syrup		1 07½
3's, green gage, light syrup		1 37½
3's, green gage, heavy syrup		1 47½
Gals., green gage standard		3 02½
2's, Lombard, light syrup		87½
2½'s, Lombard, light syrup		1 07½
3's, Lombard, light syrup		1 27½
2's, Lombard, heavy syrup		97½
2½'s, Lombard, heavy syrup		1 27½
3's Lombard, heavy syrup		1 37½
Gals., Lombard, standard		2 77½
2's Rhubarb, preserved	....	1 52½
3's Rhubarb, preserved	....	2 27½
Gals. Rhubarb, standard	....	3 52½
2's Strawberries, H.S.	....	1 92½
2's Strawberries, preserved	....	2 27½
Gals. Strawberries, standard	....	7 52½
Gals. Strawberries, solid pack	....	9 77½
Lawtonberries—		
2's Blackberries, H.S.	....	1 92½
2's preserved	....	2 12½
Raspberries—		
2's black, H.S.	....	1 92½
2's black, preserved	....	2 12½
Gals., black, standard	....	7 02½
Gals., black, solid pack	....	9 27½
2's red, H.S.	....	1 92½
2's red, preserved	....	2 12½
Gals., red, standard	....	7 27½
Gals., red, solid pack	....	9 27½

Group B, 2½ cents less per dozen.

VEGETABLES.

Ontario and Quebec Prices.

		Group A, per doz.
2's Asparagus Tips	....	2 27½
2's Asparagus butts	....	1 42½
2's Beets, sliced, Blood Red, Simcoe	....	0 97½
2's Beets, whole, Blood Red, Simcoe	....	0 97½
2's Beets, whole, Blood Red, Rosebud	....	1 27½
3's Beets, sliced, Blood Red, Simcoe	....	1 32½
3's Beets, whole, Blood Red, Simcoe	....	1 37½
3's Beets, whole, Blood Red, Rosebud	....	1 52½

Beans—	Group A
2s, golden wax, midget, Arctic brand	1 15
2s, golden wax	0 85
3s, golden wax	1 22½
Gallon, golden wax	3 52½
2s, Refugee or Valentine (green)	0 85
3s, Refugee (green)	1 22½
2s, Refugee, midget, Auto brand	1 15
Gallons, Refugee	3 52½

(Group B is 2½c doz. less in each case.)

Beans—		
2's Crystal wax		$ 95
2's Lima		1 17½
2's Red kidney		97½
3's Cabbage	....	0 97½
2's Carrots	....	0 97½
3's Carrots	....	1 27½
Cauliflower—		
2's		1 37½
3'c		1 77½
Salmon—		
Fraser River Sockeyes—		
1 lb. tails, dozen	1 95	2 00
1 lb. flats, dozen	2 07½	2 12½
½ lb. flats, dozen	1 27½	1 32½
Northern River Sockeyes, dozen	....	1 90
Red Springs, dozen	....	1 90
Cohoes, dozen	....	1 45
Pinks, dozen	....	1 00
Sardines—		
Domestic, quarters, case	3 75	3 85
French, quarters, case	14 00	16 00
Norwegian, quarters, case	8 00	11 00

MANITOBA MARKET.

POINTERS—

Beans—Advance 25c per bushel.

Evaporated Apples—Advance 1½c per lb.

Winnipeg, Nov. 26.—Exceptionally mild weather has favored the grocery trade and there is a steady improvement reported. Jobbers report heavy shipments to outside points and a seasonable activity in Christmas lines. The holiday trade prospects are considered excellent.

New season's canned goods, dried fruits, etc., are coming on the market satisfactorily, quality being a little above average.

Collections are fair and improving. At the same time country merchants are showing inclination to carry heavier stocks.

Wheat prices are now on up grade and there will be a much better profit on the balance of wheat yet to go out of the country.

SUGAR.—Sugar is reported as firm at primary points but this condition has not brought about any change in price locally.

	Per cwt. in bbls.
Sugar, Eastern—	
Extra standard granulated	4 95
Extra ground or icing	5 55
Powdered	5 35
Lumps, hard	5 85
Montreal yellow	4 65
Sugar, B.C.—	
Extra standard granulated	4 95
Yellow sugar, No. 1	4 55
Yellow sugar, No. 2	4 40
Yellow sugar, No. 3	4 30
Bar sugar	5 10
Icing sugar	5 30
Powdered sugar	5 10
H. P. lumps	5 80

Sugar packed in 100 lb. sacks 5c per 100 lbs. less.

SYRUPS.—Prices are unchanged but high-priced corn altogether likely to go higher would indicate advances on all corn products in the near future.

A new cane syrup has been placed on the market here by the B.C. Sugar Refining Co. It is quoted below.

Corn Syrups—		
Barrels, per 100 lbs.	....	4 25
Cases, 20-lb. tins, ¼ doz. in case	....	2 77
Cases, 10-lb. tins, ½ doz. in case	....	2 76
Cases, 5-lb. tins, ½ doz. in case	....	2 88
Cases, 2-lb. tins, 2 doz. in case	....	2 48
B. C. Cane Syrups—		
2 lb. tins, 2 doz to case, per cs	....	2 85
5 lb. tins, 1 doz. to case, per case	....	3 20
10 lb. tins, ½ doz. to case, per case	....	3 00

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.	
Barbadoes	0 45	0 50
New Orleans	0 33	0 35
Maple Syrups—	Per case.	
Imperial quarts, case 2 doz	....	5 20
Imperial ½ gals., 1 doz.	....	4 75

DRIED FRUITS.—Evaporated apples are 1½ cents per lb. higher on the new crop now coming in. Other lines are steady. Holiday trade promises well.

Apricots—		Per lb.
Extra choice	....	0 18½
Choice	....	0 18
Standard	....	0 17
Slab	....	0 15
Currants—		
Dry clean	....	0 07¼
Washed	....	0 07¾
1 lb. package	....	0 08¾
2 lb. package	....	0 17¾
Figs, Cooking—		
Choice, boxes	....	0 06¼
Half boxes	....	0 06¼
Half bags	....	0 05¼
Nectarines	....	0 11
Prunes, in 25-lb. boxes—		
90 to 100	....	0 08
80 to 90	....	0 08½
70 to 80	....	0 09
60 to 70	....	0 09½
50 to 60	....	0 10
40 to 50	....	0 12
Raisins, Valencias—		
Fancy, off stalk, 28s, per box	....	2 20
4 crown layers, 28s, box	....	2 40
4 crown layers, 14s, box	....	1 25
4 crown layers, 7s, box	....	0 65
Raisins, Sultanas—		
California	....	0 12
Smyrnas	0 10	0 12
Raisins, Muscatels—		
3 crown, loose, 50s	....	0 07¾
3 crown, loose, 25s	....	0 08¼
Choice seeded, package	....	0 09
Extra fancy seeded, package	....	0 10

TEAS AND COFFEES.—Coffee bears have been doing their best to discount reports of sensational shortage in the Santos crop. It is, however, evidently below average and the market is firming up. No change locally is anticipated for some time.

Coffee—		Per lb.
Rio, No. 5, green	....	0 14
Rio, roasted	....	0 20
Santos, green	....	0 16
Santos, roasted	....	0 21
Chicory, per lb.	....	0 11¼
Teas—		
China, blacks, choice	0 25	0 40
India and Ceylon, choice	0 32	0 49
Japans, choice	0 35	0 45

BEANS.—An advance of 25 cents per bushel on 3-lb. picker beans is announced. Quality is much superior to last year's.

Beans—		
Austrian, hand picked	....	2 65
3 lb. picker	....	2 25
Peas—		
Split peas, sack 98 lbs.	....	3 85
Whole peas, bushel	2 75	2 65
Barley—		
Pot, per sack 98 lbs.	....	3 45
Pearl, per sack 98 lbs.	....	4 75

NUTS.—Prices are steady on advances quoted last week. Brazils and Almonds are very firm and likely to go higher.

In shell—		Per lb.
Almonds, Tarragona	....	0 16½
Brazils	....	0 22
Filberts, Sicily	....	0 12¾
Peanuts, Jumbos, roasted	....	0 14
Peanuts, choice, roasted	....	0 11
Pecans	....	0 22
Walnuts, Grenoble	....	0 16
Walnuts, Marbot	....	0 13½
Shelled—		
Almonds	....	0 41
Walnuts	....	0 33
Chestnuts, per lb.	0 20	0 25

PRODUCE AND PROVISIONS. — Cured meats, lard, butter and eggs are all steady for the present. There is good demand and supplies ample except of eggs which are scarce.

Cured Meats—		
Hams, per lb.	0 18½	0 21
Shoulders, per lb.	....	0 14
Bacon, per lb.	0 20½	0 22½
Long clear, D.S., per lb.	....	0 13½
Mess pork, bbl.	....	28 00
Lard—		
Tierces, per lb.	....	0 13½
50 lb. tubs	....	6 87
20 lb. pails	....	2 88
3 lb. tins, cases	....	8 70
5 lb. tins, cases	....	8 62
Butter—		
Creamery, per lb.	0 30	0 33
Dairy, per lb.	0 24	0 26
Cheese—		
Ontario, large, per lb.	....	0 15½
Ontario, twins, per lb.	....	0 15¾
Eggs—		
Good eggs	....	0 27
Fresh gathered	....	0 35

FLOUR AND CEREALS.—Flour is steady with good domestic demand and improving export enquiry.

Flour, Manitoba Wheat—		Per bbl.
Best patents	....	5 30
Second patents	....	4 60
First clears	....	4 20
Low grade	2 90	3 10
Jute bags, 10 cents less.		
Cornmeal, 98s	....	1 95
Rolled oats, 80s	....	1 80
Oatmeal, granulated, 98s	....	2 30
Wheat granules, bale, 16-60	....	3 25

SASKATCHEWAN MARKETS.

By Wire.

Regina, Nov. 26.—Grocers are getting in their winter stocks of canned goods before close of navigation. Christmas stocks are moving out somewhat earlier than usual. Business is good, both wholesale and retail, with collections improving.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 21	0 22
Butter, creamery, per lb.	0 30	0 32
Cheese, per lb.	0 16	0 16¼
Eggs, per dozen	....	0 33
Lard, 3's, per case	....	8 55
Lard, 5's, per case	....	8 45
Lard, 10's, per case	....	8 35
Lard, 20's, each	....	2 70
Flour and Cereals—		
Cornmeal. 24s. 67¾c; 29s. $1.20-$1.25; 10-10s, $2.55-$2.75; 49s. $1.35; 98s	....	2 44
Flour. 24s. $2.85-$3; 49s. $2.80-$2.95; 98s	2 75	2 90
Rolled oats. 10-8s. $2.35-$2.36; 20s, 55-56c; 40s, 99c-$1.00; 80s	2 05	2 10
Dried Fruits—		
Apricots. choice	....	0 19
Coffee. whole. roasted. Rio	....	0 19
Currants, gulf cleaned	....	0 08¼
Figs, natural 6's	0 05	0 08
Evaporated apples, per lb.	....	0 09½
Dried peaches, 25s	....	0 09
Dried peaches, choice, 25s	....	0 09½
Prunes, 70-80, 25s	....	0 08¾
Raisins, muscatels, 50s	....	0 08¼
Raisins, muscatels. 25s	....	0 08½
Raisins, Valencias, select, 28s	....	2 65
Raisins, seeded, choice	0 07½	0 09¼
Green Fruits and Vegetables—		
Apples, Wash., box	2 00	2 50
Apples, B.C., box	2 25	2 50
Cranberries, bbl.	....	11 00
Grape fruit, Florida	6 50	7 50
Lemons, Messina	....	9 00
Lemons, California	....	11 00
Oranges, navel	4 50	5 50
Onions, Val.	....	4 00
Nuts—		
Almonds, whole	....	0 17¼
Brazil	0 18	0 21
Filberts	....	0 14½
Walnuts	....	0 15½
General—		
Potatoes, per bushel	....	0 65
Beans, Ontario, per bushel	2 00	2 10
Beans, Hungarian, per bushel	2 45	2 65
Rice, per cwt.	4 35	4 40
Sugar, standard, gran., per cwt.	....	5 27
Sugar, yellow, per cwt.	....	4 87
Canned Goods—		
Apples, gals., case, $1.91; doz.	....	3 86
Corn, standard, per 2 dozen	....	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	....	2 91
Strawberries and raspberries	....	4 20
Tomatoes, standard, per dozen	....	2 65
Salmon, Sockeye, 4 doz. case, 1s	....	7 60
Sockeye, ½s	....	9 80
Red springs, 1s	....	6 70
Cohoes, 1's, $5.50; hump back 1's	....	3 60

NOVA SCOTIA MARKETS.

By Wire.

Halifax, Nov. 26.—Halifax grocery dealers report business brisk, despite the upward tendency of many prices. This week all grades of American pork were advanced 50 cents barrel, clear backs now selling at $27. Beans are firm; yelloweyes quoted $3.50 to $3.75, and handpicked $2.50 bushel. Both eggs and butter continue on upward march, with no indications of easier prices. Dried fruits are a little easier, also molasses, which has declined one cent gallon on all grades. Potatoes are in good demand.

Apples—		
Gravensteins, No. 1, bbl.	....	5 00
Gravensteins, No. 2, bbl.	3 00	3 50
Beans, h.p., per bush.	....	2 50
Beans, yelloweye, bush.	3 50	3 75
Eggs, new laid, per dozen	....	0 32
Molasses, fancy Barbadoes, gal.	....	0 36
Onions, Can., per bag	....	1 85
Potatoes, bushel	....	0 65
Pork, American, clear, bbl.	....	27 00
Raisins, new Valencia, per lb.	....	0 07½
Sugar—		
Standard gran., cwt.	....	4 60
Bright yellow, cwt.	....	4 40

NEW BRUNSWICK MARKETS.

By Wire.

St. John, Nov. 27.—There is little interest in St. John markets. Business is good, with collections just average. Winter port business promises bright. Quotations show little change. Flour and sugar markets are dull, but firm. Grocers are complaining of deliveries Canadian beans. They have heavy orders, and are not able to fill them. Opening prices buckwheat show higher tendency. Salmon of all grades is lower. Produce market is firm, with eggs particularly scarce and high. They sold as high as 55 cents in the country market. Butter is also scarce.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	0 17	0 19
Beef, barrel	23 75	25 00
Pork, American clear, per bbl.	26 50	27 50
Pork, American, mess, per bbl.	....	29 00
Butter, dairy, per lb.	0 26	0 28
Butter, creamery, per lb.	0 29	0 31
Cheese, new, per lb.	0 15	0 15¼
Eggs, in case, 330c; hennery	0 40	0 45
Lard, compound, per lb.	0 11¼	0 11½
Lard, pure, per lb.	0 15½	0 16
Flour and Cereals—		
Buckwheat, W., grey, per bag	3 25	3 50
Cornmeal, gran.	....	5 50
Cornmeal, ordinary, bags	....	1 75
Flour, Manitoba, per bbl.	....	6 25
Flour, Ontario, per bbl.	....	5 25
Rolled oats, per bbl.	....	5 40
Oatmeal, standard, per bbl.	....	5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Potatoes, barrel	1 40	1 50
Sugar—		
Standard granulated	....	4 60
United Empire	....	4 50
Bright yellow	....	4 30
No. 1 yellow	....	4 10
Paris lumps	....	5 75
Molasses, Barbados, fancy	....	0 38
Currants, 1s, per lb.	0 08	0 08½
Raisins, California, seeded	0 09¾	0 10¼
Rice, per cwt.	3 60	3 70
Beans—	Per bushel.	
Canadian white	2 35	2 40
Yellow eye	3 25	3 40
Canned Salmon—	Per 4 doz. case	
Pinks	4 00	4 25
Cohoes	6 00	6 25
Red spring	7 35	9 00

FLOUR and CEREALS

High Ocean Rates Check Export of Flour

Deputation of Canadian Millers Complain of Discrimination in Favor of Wheat—Argentine Reports and Export Demand Draw Prices Up—Flour Trade Rather Dull—Good Demand for Rolled Oats.

Most interesting development in flour circles during past week was visit of delegation of four large milling companies to Ottawa on Tuesday afternoon to meet Hon. Geo. E. Foster, Minister of Trade and Commerce, Ogilvies, Lake of the Woods, Maple Leaf and Western Canada. Members urged some action to remove discrimination which exists now between ocean freight rates on wheat and on flour in exporting from Canada. They declared that what was formerly good export business in flour had been ruined by steamship companies charging more for flour than for raw product, by which British and foreign millers were enabled to take advantage of low rate on wheat and benefited in competition with Canadian miller who was forced to pay high rate for shipping flour. During past year steamship companies had, generally, increased rates from 50 to 100 per cent., but had made flour 5 to 12 cents per cwt. higher than wheat. For ten years average difference hardly exceeded 2 cents. Later rates were raised to 23 cents per cwt., but soon reduced on wheat while flour remained where it was. "In one year we have lost a profitable export business," declared one miller. "If we made only the difference on rates we would have a good return on our business."

Importance of milling business to Canada was also urged on Government. It was pointed out that in makingbarrel of flour there were 70 lbs. of offal which could be fed to live stock, and mills here could grind whole Canadian crop if necessary.

Mr. Foster suggested conference between millers and steamship men, pointing out that Chairman Drayton of Railway Commission had expressed doubt whether anything in regard to ocean rates could be done without joint international action. However he would consider protest carefully.

Position of wheat is gradually improving, and although there was slight decline on Monday prices more than recovered on bad news from Argentina, which is becoming more definitely against likelihood of big crop. While wheat is moving freely, flour is very slow as prices still are considered too high for future business.

MONTREAL.

FLOUR.—Demand from foreign buyers for spring wheat grades of flour this week has been somewhat limited which millers attribute to fact that they have provided for their wants pretty well up to close of year and in consequence volume of business done has been small with result that the market has been quiet.

There is practically no change locally but feeling is firmer owing to higher prices ruling for wheat in Winnipeg market of late. Domestic consumption is fair and moderately active business is being carried on. Tone of market for winter wheat flour is also firm owing to the small offerings from Ontario millers which is due to light deliveries of wheat from farmers on account of bad condition of country roads in most sections. A lull is anticipated until good snow roads are ready for use when business ought to pick up once more.

Manitoba Wheat Flour—		Small lots, in bags. per bbl.
First patents	....	5 40
Second patents	....	4 90
Strong bakers'	....	4 70
Flour in cotton sacks, 10 cents per barrel more.		

Winter Wheat Flour—

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	4 60	5 00
90 per cent.	4 30	4 50
Straight roller	4 10	4 30
Blended flour	4 60	4 80

CEREALS.—A steady feeling prevails in market for rolled oats under fairly good demand from local buyers and sales of some fair sized lots were made. There was also a good demand from foreign buyers and as prices bid were in line with millers' views sales of a few round lots for November-December shipments were made. Receipts for week were 3,150 sacks as compared with 3,063 for corresponding week last year. Exports for week were 4,379 sacks and 5,625 cases as against 11,139 sacks and 1,870 cases for same week one year ago.

Cornmeal—		Per 98-lb. sack
Kiln dried	....	2 40
Softer grades	....	2 05
Rolled Oats—		90s, in jute.
Small lots	....	2 22½
25 bags or more	....	2 12½
Rolled oats in cotton sacks, 5 cents more.		
Ostmeal—Fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.		
Rolled wheat—		100-lb. bbls.
Small lots	....	2 85
Hominy, per 98-lb. sack	2 40	2 75

MILL FEEDS.—No actual change has been announced by leading milling houses but in some cases a shading of prices of one dollar a ton on all lines has been in evidence. This is accounted for by more liberal supplies now offering. There continues to be good enquiry from American buyers but domestic demand can only be considered fair on account of mild weather. Prices bid by American buyers have not been satisfactory and no sales are reported.

Mill Feeds—		Car lots, per ton
Bran	....	21 00
Shorts	....	23 00
Middlings	....	26 00
Wheat moulee	....	27 00
Feed flour	....	34 00

TORONTO.

FLOUR.—Bids for export are still out of line and home business is quiet. However, millers are not worrying much as in steady advance of wheat from low mark they are confident retailers must come to them soon. Apart from prices altogether conditions are same in flour trade as in nearly everything else, careful buying for immediate needs only. Supplies so far of winter wheat flour are small and prices are not likely to drop.

Manitoba Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
First patent	5 30	5 00
Second patent	4 70	4 50
Strong bakers'	4 50	4 30
Flour in cotton sacks, 10c per bbl. more.		

Winter Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
Fancy patents	4 70—4 90	4 40
90 per cent.	4 50	4 00
Straight roller	4 40	3 90
Blended flour	4 80	4 35

CEREALS.—Cornmeal is coming in more freely and there is no trouble in satisfying demands. While drop might have been expected with improved conditions in corn, wheat in firming up is carrying corn with it, and oats show no signs of a slump. Hence little change is looked for this side of Christmas. Colder weather this week has caused increased demand for rolled oats.

Barley, pearl, 98 lbs.	....	4 50
Barley, Dutch pearl, 98 lbs.	....	4 50
Barley, pot, 98 lbs.	....	3 00
Buckwheat flour, 98 lbs.	....	4 00
Buckwheat grits, 98 lbs.	....	4 50
Corn flour, 98 lbs.	....	3 00
Cornmeal, yellow, 98 lbs.	....	2 35
Graham flour, 98 lbs.	....	2 35
Hominy, granulated, 98 lbs.	....	2 75
Hominy, pearl, 98 lbs.	....	2 75
Oatmeal, standard, 98 lbs.	....	2 47
Oatmeal, granulated, 98 lbs.	....	2 47
Peas, Canadian, boiling, bush.	....	2 25
Peas, Chili, boiling, per lb.	....	0 06
Peas, split, 98 lbs.	....	3 40
Rolled oats, 90 lb. bags	....	2 25
Rolled wheat, 100 lb. bags	....	2 85
Rye flour, 98 lbs.	....	3 00
Wheatlets, 98 lbs.	....	2 95
Whole wheat flour, 98 lbs.	....	2 55

MILL FEEDS.—Colder weather has made mill feeds firmer but some are still making sales at reduction on listed prices.

Mill Feeds—		Car lots, per ton.
Bran	....	21 00
Shorts	....	23 00
Middlings	....	25 00
Wheat moulee	....	27 00
Feed flour, per bag	....	1 60

FRUIT & VEGETABLES

California Navels and Mexican Oranges Arrive

Former Are Quoted Around $4, and Latter at $2.25 and $2.50—Slight Advance in Emperor and Almeria Grapes—Potatoes Firm But no Advance is Quoted—Verdelli Lemons Off Market in Toronto.

MONTREAL.

GREEN FRUITS. — The market is quite active, although holiday rush has not yet affected business to any great extent. This rush is expected to begin in a couple of days and it will, no doubt, keep up well on to the end of year. Emperor grapes have been in great demand during past week and as result price has advanced 25 cents on four-crate basket. Cranberries have dropped to 8.75 or decrease from last week of 25 cents. Scarcity of Fameuse apples is causing no end of comment and prices remain at prohibitive figures quoted for past few weeks. It is indeed interesting to note that one year ago a barrel of Fameuse apples could be bought for $3.50 whereas this year from 7.00 to 8.00 is asked. Some Nova Scotia apples have been received during week but shipments have been limited.

Apples—		
Baldwins, No. 1	....	5 50
Baldwins, No. 2	....	4 25
Mackintosh Reds	7 00	8 00
Mackintosh, No. 2	....	6 00
King	....	5 00
No. 2s, all grades, 75-$1 less than No. 1s.		
Fameuse, bbl.	7 00	8 00
Spies, No. 1	....	6 50
Spies, No. 2	....	4 50
Bananas, crate	2 00	2 50
Cranberries, Cape Cod, bbl.	....	8 75
Almeria grapes—		
Extra fancy heavyweights	....	7 00
Fancy, heavyweights	....	6 00
Medium quality, for immediate use...	....	5 50
Grapes, Emperor, 4 bkt. crate	....	3 00
Grapefruit, Jamaica, case	....	4 60
Messina Lemons, large box	....	5 00
Oranges—		
Floridas, 150-176-200	3 50	3 75
Mexicans, 126-150-176-200-216-250	....	2 50

VEGETABLES.—There have been no particular changes to note on local market this week. Price of potatoes has been fully maintained but demand continues limited. Egg plant has taken a jump as supply is limited and $5.00 is being asked for crate of two dozen. All other prices remain unchanged with only seasonable business passing.

Cabbage, per doz.	0 35	0 50
Celery, per doz. heads	0 35	1 00
Cucumbers, Boston, doz.	....	2 00
Egg plant, crate, 2 doz.	....	6 00
Garlic, per lb.	....	0 10
Onions—		
Spanish, per case	3 00	3 25
Spanish, half case	....	1 76
Red Danvers, 75-lb. bag	....	3 50
Peppers, green, 11-qt. bkt.	....	1 00
Peppers, red, 11-qt. bkt.	....	1 50
Potatoes—		
Green Mountains and Quebecs, bag.	....	1 00
Potatoes, sweet, per bbl.	....	4 25
Potatoes, sweet, Jersey, hpr.	1 25	1 50
Turnips, Quebec, bag	....	1 25
Tomatoes, hothouse, per lb.	0 25	0 30

TORONTO.

GREEN FRUITS.— Arrival of California navels in small shipments and showing a few signs of early season picking was chief event in fruit circles this past week. 250s were selling at $3.75 a box, and 96's to 216 up to $4. Some of best shipments sold for $4.25. These northern varieties will run on till after Christmas when southern California fruit will arrive, which some much prefer, refusing to dignify northern as first-class oranges. Mexicans have also arrived running from $2.25 to $2.50 according to size. Floridas continue their good quality and run from $3-$3.25 for choice and $3.25 to $3.50 for fancy, and Jamaicas a shade higher this week, bring $2.75 and $3.00 per case. Stock is regarded generally as in splendid shape for Christmas. Floridas are about same price as last year and navels opening prices 25 cents more.

Verdelli lemons are over for season and Messinas will take their place for next seven months or so.

Fine showing of apples at National Live Stock Show and realization that choice Canadian fruit was being shipped over to England, seems to have stimulated buying locally, and case goods of hand picked are expected to have a run for a time. While Kings and Russets were rather plentiful at the Show, they are not looked on very favorably as keepers and Spies hold first place in local markets as Snows are a rarity. Prices continue unchanged, and very high.

Bananas are pretty much of drug on market at present and way down in price. Shipments of Almeria grapes are reported as of better quality, poorer qualities being out of the way.

CANADIAN.

Spies, hand picked, barrel	4 00	5 00
Other varieties, winter apples, No. 1s....	3 00	4 00
Other varieties, winter apples, No. 2's..	2 50	3 00
Citrons, each	0 08	0 10

IMPORTED.

Apples, Jonathans, case, fancy, $2.50; extra	....	2 75
Bananas, per bunch	1 65	1 90
Cranberries, early blacks, box, $3.25; bbl	....	9 00
Cranberries, long keepers, box $3.25, bbl.	....	11 00
Grapefruit, Jamaica, case	3 50	4 25
Grapes, Almerias	6 50	8 00
Grapes, Emperor, case	....	2 75
Grapefruit, Florida, case	5 00	5 25
Oranges, California, navels	3 75	4 25
Oranges, Floridas	3 00	3 50
Oranges, Jamaicas	2 50	2 75
Oranges, Mexicans	2 25	2 50
Limes, box of 100	0 75	1 25
Lemons, Messina, new	....	4 50
Pineapples, Floridas	3 75	4 00
Pineapples, Cubans	....	4 75
Pineapples, Porto Ricos	....	5 50
Pomegranates, California, case	4 00	4 25
Pomegranates, Spanish, case	4 25	4 50

VEGETABLES.— Potatoes are holding same price this week and some dealers are disappointed that advance has not taken place. Exporting still goes on, but New Brunswick supply for home and outside points is holding out well. With usual lessened demand as Christmas approaches prices are not likely to go higher as they have held off this week. Sweet potatoes are off nearly 25 cents a hamper as demand in these, too, is slackening. Celery is firming up and first-class bunches are selling up to 75 cents per dozen. Turnips are a little easier, at 50 cents per bag.

Beets, Canadian, per bag	....	0 65
Cabbage, case	1 00	1 25
Carrots, Canadian, bag	....	0 85
Cauliflower, dozen, large	1 50	1 75
Squash, bbl.	....	1 [illegible]
Parsnips	....	1 00
Potatoes, New Brunswick, bag	1 05	1 10
Sweet potatoes, hamper	....	1 00
Mushrooms, per lb.	....	0 75
Onions—		
Spanish, crate	3 00	3 25
Large cooking, bag	....	2 00
Celery, domestic, doz.	0 25	0 50
Turnips, bag	....	0 50

WINNIPEG.

FRESH FRUITS & VEGETABLES.— Potatoes are up about 10 cents per bushel. Navel oranges are now on the market at $5.00 per case. Spanish onions are 25c per crate up. Cranberries $1.00 per barrel down. There is good demand for all lines on the market.

Florida grape fruit, case	6 00	6 50
Apples, box	2 25	2 60
Apples, Ontario, bbl.	5 00	6 50
Cranberries, Cape Cod, bbl.	....	11 00
Potatoes—		
10 bushel lots	....	0 60
Farmer's loads	....	0 60
Car lots	0 40	0 50
Emperor grapes	....	3 25
Malaga grapes, kegs	6 50	8 50
Cocoanuts, dozen	....	1 25
Washington pears, crate	....	3 25
Bananas, per bunch	2 50	3 50
Californian lemons, crate	....	11 00
Messina lemons	....	7 00
Valencia oranges	6 50	7 00
Florida oranges, case	....	00
Evaporated cranberries	....	3 50
Imported honey, box	....	5 50
Valencia onions, 140-lb. crate	....	3 75
Spanish onions, 40-lb. crate	....	2 00
Navel oranges, case	....	5 00

SPREADING IN SASKATCHEWAN.

J. M. Brayley, organizer of the Retail Merchants' Association of Saskatchewan, and B. M. Jewell, assistant organizer, have formed a branch of that association in Lanigan, Sask. E. F. Climie, of Climie & Sons, was appointed temporary chairman and Robert Roycroft, secretary. This association is rapidly spreading over the province and branches are being established in almost every town.

THE YEAR'S BEST INVESTMENT.

Editor, Canadian Grocer,—Enclosed find cheque for $2.00 as statement rendered. We consider this the best $2.00 we have spent this year. We could give you 50 reasons for saying this.

KIRBY BROS.

Sarnia, Ont.

PRODUCE & PROVISIONS

Eggs Keep on Advancing; Slump in Poultry

Prices of Eggs, Fresh and Storage, Up Again 2 to 5 Cents — Relief May Be in Sight From Chicago — Buyers Cut Poultry Prices Two Cents—Pure Lard Advances ¼ Cent in Toronto, and Cooked Ham Declines 1 Cent — New Zealand Butter Entering United States.

MONTREAL.

PROVISIONS.—A stronger feeling has existed on London market for Canadian bacon during past week, which has resulted in advance of two shillings per cwt., range now being from 68 to 71 shillings. Hams, however, have been somewhat irregular, inside price being two shillings lower than last week, while outside one is four shillings higher, with range from 66 to 84 shillings. Local market for smoked is fairly active, although featureless. Prices are same as a week ago, with fair volume of business passing in medium weight hams and breakfast bacon. Demand for lard continues to be fairly good, as is usual for this season of year.

		Per lb.
Hams—		
Light, per lb.	....	0 19
Medium, per lb.	....	0 18½
Large, per lb.	0 18	0 18
Backs—		
Plain, bone in	....	0 23½
Boneless	....	0 26
Peameal	....	0 26
Bacon—		
Breakfast	0 20	0 21
Roll	....	0 17
Shoulders, bone in	....	0 16
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	0 28	0 28½
Hams, roast, per lb.	29	0 30
Shoulders, boiled	....	0 26
Shoulders, roasted	....	0 27
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 90-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—		Per bbl.
Heavy short cut mess	....	30 00
Heavy short cut clear	....	30 00
Clear fat pork	....	28 00
Clear pork	....	26 50
Lard, Pure—		Per lb.
Tierces, 375 lbs. net	....	0 14½
Tubs, 50 lbs. net	....	0 14¾
Boxes, 50 lbs. net	....	0 14¾
Pails, wood, 20 lbs. net	....	0 15
Pails, tin, 20 lbs. gross	....	0 15
Cases, 10-lb. tins, 60 in case	....	0 15½
Cases, 3 and 5-lb. tins, 60 in case	....	0 15½
Bricks, 1 lb., each	....	0 16
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10¾
Tubs, 50 lbs. net	....	0 11
Boxes, 50 lbs. net	....	0 11
Pails, wood, 20 lbs. net	....	0 11¼
Pails, tin, 20 lbs. gross	....	0 11¼
Cases, 10-lb. tins, 60 in case	....	0 12
Cases, 3 and 5-lb. tins, 60 in case	....	0 12
Bricks, 1 lb. each	....	0 12½
Hogs—		Per cwt.
Live, f.o.b.	....	9 25
Live, fed and watered	....	9 50
Dressed	....	13 50

BUTTER.—Reduction of duty on butter entering United States has already affected import trade of that country, and trade has been opened up with various countries, the most important being Australia and New Zealand. This will no doubt have its effect on the English market, and that will mean the Canadian market as well, as we have had to draw on New Zealand for past two years, as our supplies were not equal to consumption, and we looked to them for deficit. If New Zealand butter is shipped to States it is sure to affect Canadian market, as it will mean dearer butter for England, and our supplies from that quarter will be cut off, whilst Vancouver will have to compete with San Francisco for New Zealand cargoes. Butter trade, therefore, at the moment is in state of transition. San Francisco buyers have advantage over Vancouver importers of 1½c per pound, as latter have to pay 4 cents per pound duty. Local conditions are about same as last week, with fair amount of business passing, while prices remain unchanged.

Butter—		Per lb.
Creamery prints, fresh	....	0 31½
Creamery solids	....	0 30
Dairy, prints or solids	....	0 25
Separator, prints or solids	0 24½	0 25½

EGGS.—We are told by New York papers that already foreign eggs to the number of over half a million have reached that city, imported free of duty, and that two million more eggs from Europe are on the way. There is also a report in some of local papers to effect that reason for dear "hen fruit" is due to cold storage men who have 544,000,000 eggs in stock from last spring.

Locally demand has been very good, with prices ranging from 55 to 60 cents for new laids, an increase of 5 cents over last week. Selects have also taken a jump of two cents, as have No. 1's and No. 2's. Dealers here are of opinion that stocks on hand will not be sufficient to supply demand very much longer if it keeps up at present rate.

There is no doubt that scarcity of eggs is partially due to fact that people are using more than usual owing to price of fresh meat, which is much more expensive. This, coupled with increased population, has something to do with present shortage.

Eggs, case lots—	Per	dozen.
New laids	0 55	0 60
Selects	....	0 38
No. 1's	....	0 34
No. 2's	....	0 28
Splits	....	0 25

CHEESE.—Stocks are smaller than they have been for years, and will be smaller still after last steamer leaves port and holders of September cheese are firm in their demands, as they have every confidence in future of market owing to steady reduction in stocks. Although market may not be called active, there is a fair amount of business passing, with prices remaining same as last week.

Cheese, White or Colored—	New.	Old.
Large	0 14	0 15
Strong	....	0 16—0 17
Twins	0 14½	0 15
20 lb. new	0 15—0 15½	....
Stilton	...	0 17

HONEY.—Demand is only fair, but very steady, with prices unchanged.

Honey—	White Clover per lb.	Buckwheat per lb.
Barrels	0 12	0 09
Tins, 60 lbs.	0 12¼	0 09½
Tins, 30 lbs.	0 12½	0 09¾
Comb, 13-14 oz. section	0 20	0 15—0 16
Tins, 5 and 10 lbs.	0 13	0 10

POULTRY.—Demand has been fairly active, with prices remaining steady. Demand from States has been quite noticeable, but this looks to be only temporary, and may drop after middle of the week.

Fresh stock—	Live.	Dressed.
Broilers, per lb.	0 22—0 24	....
Broilers, per pair	......	1 25
Ducks, milk fed	0 16—0 18	0 22—0 24
Ducks	0 13—0 15	0 14—0 17
Fowl	0 11—0 12	0 17—0 18
Geese	0 12—0 13	0 14—0 16
Turkeys, spring	0 18	0 20—0 24

TORONTO.

PROVISIONS.—Decline of 40 cents in hogs occurred during past week, due partly to heavier supplies and partly to buyers keeping out of market, feeling prices stood too high. At $8.15, quotations are down to about low level for this year reached some six weeks ago, but are still 45 cents above figures of one year ago—namely, $7.70. Cooked ham, which with lessened supply has been weaker for some time, dropped one-half to one cent, and roast hams are easier at 29-30 cents. This is due to great extent to weaker market in England. Pure lard registered another advance of ¼ cent in spite of decline in hogs, as stocks are said to be very light and demand improving for Christmas cooking.

SAUSAGES.—Although hardly quotable, owing to variety of brands on market, sausages may be said generally to be 1 to 2 cents higher as compared, say, with two weeks ago. All-pork brands have not been advanced, but compounds of beef and pork have followed rapid advances in beef. Bologna sausage has gone up couple of cents, some brands from 7½c to 9½c, and wieners 1 cent, some firms quoting increase from 10 to 11 cents.

Trade in sausages is quite brisk, and improvement in quality in last year or so has been appreciated by public, who have shown willingness to pay much higher prices, many stores now keeping nothing lower than 20 cents, where a couple of years ago 10, 12½ and 15 cents were usual prices.

Hams—		
Light, per lb.	....	0 20
Medium, per lb.	....	0 19
Large, per lb.	0 18	0 18½
Backs—		
Plain, per lb.	....	0 23
Boneless, per lb.	....	0 25
Pea meal, per lb.	0 24	0 25
Bacon—		
Breakfast, per lb.	0 19½	0 20
Roll, per lb.	0 15½	0 16
Shoulders, per lb.	0 14½	0 15
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 15½	0 16
Long clear bacon, heavy	0 15	0 15¼
Cooked Meats—		
Hams, boiled, per lb.	0 28	0 28½
Hams, roast, per lb.	0 29	0 30
Shoulders, boiled, per lb.	....	0 22
Shoulders, roast, per lb.	....	0 23
Barrelled Pork—		
Heavy mess pork, per bbl.	24 00	25 00
Short cut, per bbl.	28 50	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 14¼
Tubs, 60 lbs., per lb.	....	0 14½
Pails, 20 lbs., per lb.	....	0 14¾
Tins, 3 and 5 lbs., per lb.	....	0 15½
Bricks, 1 lb., per lb.	....	0 15¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10½
Tubs, 60 lbs., per lb.	0 10½	0 10¾
Pails, 20 lbs., per lb.	0 10¾	0 11
Hogs—		
F.O.B., live, per cwt.	....	8 15
Live, fed and watered, per cwt.	....	8 50
Dressed, per cwt.	12 00	12 50

BUTTER.—Butter, with constantly decreasing supplies, continues very firm, and fresh made creamery prints were advanced one to two cents this week, and separator prints about one cent. Report from Montreal states that supply coming in is only two-thirds of one year ago, owing chiefly to export of cream and milk over frontier into Vermont and other New England States. Ontario is not affected so much, declared Toronto buyer, but scarcity is being felt here to marked extent. Montreal firm of exporters, writing to Toronto buyers, stated that prices were hardening down there, as receipts had fallen off remarkably.

Situation created by United States under new tariff bringing in New Zealand butter at San Francisco is being watched with interest here. It is felt that result very soon will be revival in demand for shipments to Western Canada and firming up of prices.

Butter—		
Creamery prints, fresh made	0 30	0 32
Creamery prints, storage	0 28	0 29
Creamery solids, storage	0 26	0 27
Dairy prints, choice	0 23	0 25
Dairy solids	0 20	0 22
Separator prints	0 24	0 27

EGGS.—New laids in cartons advanced from 42-45 cents to 45-50 cents, as has been mentioned before, and supply is still scarcer than one week ago. Storage selects were carried up from 1 to 2 cents, and are now at 35-37 cents. Splits alone fail to show firmer tendency, and these may be disregarded. A suggestion was made this week that long period of mild weather in November and fairly open weather during December might induce hens to begin laying in earnest early in January. This is rather in nature of attempt to rule nature, and so must be dismissed as very faint hope.

Prices one year ago were far lower: New laids, 35-40 cents, ten cents less; storage, 29-30 cents, or 6 to 7 cents below this year's prices.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 45	0 50
Storage, selects	0 35	0 37
Storage, No. 1 stock	0 32	0 33
No. 2's	....	0 28
Splits	0 27	0 28

CHEESE.—Growing firmness, as reflected in advance one week ago, has continued, and prices this week show ¼ cent higher. Export demand is reported very good, and local conditions are improving.

Cheese—		
Old, large	....	0 15¼
Old, twins	....	0 15½
New, large	....	0 14¾
New, twins	....	0 15

HONEY.—Prices this week are about same as last and supply is still more than ample. Beekeepers' Association adopted suggestion of executive to form county associations for sale of honey, to replace central organization, which found itself unable to control market, or even to find customers for more than small percentage of output.

Clover, bbls., per lb.	0 09½	0 10
60, 30-lb. tins, per lb.	0 09½	0 10
10, 5-lb. tins, per lb.	0 10½	0 11
Buckwheat, bbls.	0 06½	0 07
Buckwheat, tins	0 07	0 07½
Comb	2 50	3 00

POULTRY.—Slump in poultry began this week, and Canadian Grocer learned that several firms were sending out quotations to buyers that averaged two cents below last week's figures. Market was weaker from another cause as well, for large percentage of shipments were of rough stock, some literally skin and bones. Some buyers ascribe this to fact that poultry have been allowed to run later than usual in fine weather, with little nourishment, instead of being brought in and fed up.

Slump in prices from turkeys down—although there is determined effort to retain high figure on these—is due partly also to fact that farmers, becoming alarmed at hold-off attitude of buyers and reports that Western Canada was rejecting offers, have come in themselves and are selling stock at retail stores, instead of dealing through wholesalers. Result is that many retail men are buying at same figures as wholesalers themselves, and, indeed, one or two are advertising turkeys to consumer at same price as wholesalers are buying at. Latter are feeling blue over outlook for Western shipments, and up to middle of week there were no signs of any orders from West, leaving only three days to receive them. Most of them agree with Canadian Grocer in expressing opinion that slump will be even more extended than it is this week. In prices as given below most business is being done at lowest figures in tables for dressed birds.

Fresh Stock—	Live.	Dressed.
Broilers, spring	0 13	0 14—0 16
Ducks, spring	0 11—0 12	0 12—0 15
Fowl	0 10—0 11	0 12—0 13
Chickens, lb.	0 13—0 14	0 15—0 18
Geese	0 10—0 12	0 12—0 14
Turkeys, spring	0 17	0 20—0 22
Turkeys, old Tom	0 14	0 16—0 18

METHODS OF HANDLING PROVISION DEPARTMENT.

(Continued from page 29.)

looking as the bacon. She has a pound or so tied up, in parchment first, then in light Manilla, and orders them sent. She had not questioned the price: indeed more and more if you keep "the goods" you will find your customers appear almost to forget there is such a thing as a price—although they don't forget to pay their bills if they are good customers.

This store keeps only one brand of sausages, costing over 20 cents a pound. You wonder whether there should not be another, say at 15, or 18 cents, or both. The Man in Search will tell you the answer given him in a department store in Canada where to his surprise he saw only one brand, a 20-cent one.

"We used to keep a 15-cent sausage, but when we gave the two prices, 15 or 20, nearly every one took the better, and now we carry only the one, and our customers seem quite contented." And that in a store that caters to every class!

A Question to Consider.

Don't jump to any rash conclusion from this answer. The Man in Search does not endorse it. In fact, he is in doubt how to advise you, and must inquire further the next few weeks about it. He will consult some of the many friends of Canadian Grocer and let you know later.

Your time is nearly up? Yes, it is getting late, but just look here a minute, before we go. Notice that man, and evidently his son, a boy in a blue peak cap. The father asks for cheese. Where is it? Not lying "high and dry" upon the counter, but in the cool, moisture-retaining refrigerator. There are two departments you observe: the upper one with several large cuts of white and colored cheese: and the lower with those peculiar markings that are appreciated only by the connoisseur in cheese, Oka, Camembert, Edam, Roquefort, and the rest. The man asks for a mild cheese and the clerk brings out a white.

A Piece for the Son.

"Just try it, sir," he remarks as he cuts off a small slice, and hands it to the man.

And then—he hands a piece to the son, the assistant shopper.

Another of those "small" points, but you surely will agree that that boy by that little act of courtesy and "notice" was a firm friend of that grocery store forthwith.

You must go? Very well, but drop in with me again, and we'll learn something about their butter, and those glasses of cooked meats that look so tempting—and hosts of other "small" points.

FISH AND OYSTERS

Keen Weather Started Rush in Frozen Fish

Lake Herring, Qualla Salmon and Trout Quite Plentiful—Stocks of Fresh Fish Very Low in New Brunswick and Winter Fishing Needed—Fresh Mackerel Nearly Over—Codfish May Be Scarce Owing to Export.

MONTREAL.

FISH.—Owing to unseasonable weather, frozen fish trade, which is generally booming at this time of year, is at present at a standstill. Orders are piling in on distributors, but cannot be shipped until return of more favorable weather. In anticipation of Advent, which is starting first week of December, trade is very active in all kinds, and fish are finding their way all through country. Only article that is scarce now is codfish in all its shapes and forms, but in all other lines tendency is to keep at same price or perhaps a little lower in near future.

Fresh Fish—		
Bluefish, per lh.	....	0 18
Carp, 100 lb. boxes, per lb.	0 10	0 10
Cod, market, 250 lh. cases, per lh.	....	0 05
Doree, 100 and 150 lh. cases, per lh.	0 11	0 12
Flounders, per lb.	0 06	0 07
Frogs legs, large, per lh.	....	0 50
Frogs legs, small, per lh.	....	0 25
Haddock, per lh.	0 05	0 06
Herring, per 100 fish, large	....	3 00
Mackerel, lb.	....	0 12
Perch, dressed, per lb.	....	0 09
Pike, dressed, per lh.	0 07	0 08
Salmon, B.C., per lb.	0 15	0 18
Salmon, Gaspe, per lb.	0 18	0 20
Steak, cod, per lh.	....	0 07
Smelts, per lh.	....	0 12
Sword fish, per lb.	0 09	0 10
Turtles, small, per lh.	....	0 15
Whitefish, per lb.	....	0 12
Shell Fish, Fresh—		
Clams, per barrel	....	7 00
Lobsters, live, per lb.	....	0 30
Lobsters, boiled, per lb.	....	0 32
Oysters, bulk, standards, per gal, $1.40, Selects	....	1 70
Oysters, solid meat, standards, per gal., $1.70; selects	....	1 90
Oysters, Cape Cod, shell	....	9 00
Oysters, Malpeques, shell	9 00	10 00
Periwinkles, per hushel	....	2 50
Prawns, per gal.	....	2 00
Scallops, per gal.	....	3 00
Shrimps, per gal.	....	2 00
Frozen Fish—		
Haddock, per lb.	0 04½	0 05
Halibut, per lh.	0 11	0 12
Herring, p er100 fish	....	1 70
Pike, per lb.	....	0 07
Smelts, fancy, per lb.	0 12	0 13
Smelts, No. 1, per lb.	0 08	0 09
Salmon, fancy, Spring, per lb.	0 14	0 15
Salmon, Gaspe, per lb.	0 15	0 16
Salmon, Qualla, per lh.	0 07½	0 08
Whitefish, per lb.	0 11	0 12
Prepared Fish—		
Boneless fish, 20 lb. boxes	0 06	0 07
Cod, boneless, 20 lb. hoxes, 2 lb. hlocks	0 07	0 08
Cod, pure, 3 lh. hox, per lh.	....	0 15
Cod, boneless strip, 30 lh. box, lh.	....	0 10
Cod, shredded, box of 2 doz.	....	1 80
Cod, skinless, per 100 lh. box	5 50	7 00
Cod, dried, per 100 lh. bundle	....	7 00
Pollock, dried, per 100 lb. bundle	....	6 50
Salted and Pickled Stock—		
Cod, green, ordinary, per 200-lb. hhl.	....	9 00
Cod, green, white napes, per 200-lb. hbl	9 50	10 00
Haddock, No. 1 green, per 200 lbs.	....	8 50
Herring, Gaspe, No. 1, ½ bhls., $2.75; bhls.		5 00
Herring, N. S. per ½ hhl.	....	3 00
Herring, N. S., per bbl.	....	5 50
Herring, Holland. per keg, 75c; per ½ bbl., $5.50 to $6.50; per hbl.	9 00	10 00
Herring, Labrador, ½ bbl., $3.25, bhl.	....	6 75
Herring, Scotch, keg of 12 lhs. net, $1.25 to $1.35; ½ bbl.	7 50	8 00
Mackerel, No. 1, 20 lb. kits, $1.75, ½ bbl., $7.00; hbl.	....	12 00
Salmon, Labrador, ½ hbl., $8.00 to $9.00, bbl.	14 00	15 00
Trout, lake, kegs	....	7 00
Smoked Fish—		
Haddies	0 07½	0 08
Fillets of haddie	0 10	0 11

TORONTO.

FISH.—Qualla salmon and lake herring and trout are among best sellers these days. First is easier, selling in case lots at 8 cents and in small lots at 9-10 cents, instead of 10c flat. Fresh herring are 7-8 cents, and coming in fairly plentifully, although colder weather will lessen supply. Ciscoes are coming in more freely, and are taking old place, sharing probably with finnan haddie popular preference. A new smoked variety is halibut, which is coming in fillets in 25 lb. boxes, and quoted at 20 cents per lb. Frozen halibut is also easier this week. Whitefish is coming in both fresh and frozen, but very little of former. Same price, 12 cents, rules. Return of colder weather at beginning of week brightened up immensely frozen fish business, which it had been barely possible to carry on before.

Codfish is reported scarce owing to failure in American waters, and large export under new United States tariff.

Frozen Fish—		
Roe shad, weight 3 lbs., each	1 00	1 25
Whitefish, per lb.	....	0 12
Sea herring, large, each	....	0 02½
Halibut	0 09	0 10
Trout	0 11	0 12
Salmon, Qualla	0 09	0 10
Salmon, Cohoe	....	0 12
Fresh Caught—		
Blue fish, lb.	0 14	0 16
Frogs legs, lb	....	0 65
Haddock, per lb.	....	0 08
Herring, per lb.	0 07	0 08
Lobster, live, lh.	....	0 45
Lobster, boiled, lh.	....	0 45
Mackerel weighing 1½-3 lhs., each	0 15	0 25
Perch, lb.	0 06	0 07
Pickerel, yellow, per lb.	....	0 12
Pike, per lh.	....	0 08
Salmon, B.C., per lh.	0 15	0 16
Smelts, per lb.	....	0 12
Steak, cod, per lb.	....	0 09
Flounders	....	0 08
Smoked—		
Ciscoes, basket	....	1 25
Fillets of haddie	....	0 12
Finnan haddie, per lb.	....	0 09
Halibut, 25 lh. hoxes, per lh.	....	0 20
Kippers, new, box of 40 and 50	....	1 25
Bloaters, box of 60	....	1 25
Digby herring, per bundle	....	0 75
Digby fillets, 10 lb. boxes	....	1 35
Prepared—		
Shrimps, 1 gal. cans	....	1 25
Shrimps, 2 gal. cans	....	2 40
Shrimps, 4 gal. cans	....	4 60
Cod, quail on toast	....	0 07½
Cod, steak	....	0 08½
Cod, Imperial, 25 lb. pck.	....	0 07
Salted and Pickled—		
Herring, Holland, new—		
Milkers, 85c: mixed	....	0 80
Herring, Lahrador, hbl.	....	6 50
Herring, sea, pails	1 25	1 50
Mackerel, pail	....	2 25
Oysters, bulk—		
New York counts, gal.	....	2 00
Extra selects, gal.	1 90	1 95
Straights, gal.	1 65	1 75
Oysters, Shell—		
Malpeques, hbl.	11 00	12 00
Torbays	11 00	12 00
Rockaways	8 50	9 00
Blue Points	8 50	9 00
Oyster Bay counts	8 00	8 50

HALIFAX, N.S.

FISH.—There was considerable improvement in fisheries on Nova Scotia coast this week. Good catches of fish were made on inshore grounds, and at several ports on western shore, fares ranging from 25,000 to 40,000 pounds were landed. Fresh mackerel are about over for season. A few large fish were marketed, and retailed at 30 cents each. There are quite heavy stocks of salt mackerel on hand, but price holds firm.

ST. JOHN, N.B.

FISH.—There continues to be marked scarcity of fish with local dealers, fresh stocks being unusually scanty. Prices range about as usual. One dealer said he was carrying not much more than one-quarter of stock he ought to be at beginning of winter season. High prices of meats were forcing many to increased purchases of fish, he said, and this with poor fishing in Bay of Fundy and other local waters, had caused market to be very low in stocks. Unless fishermen go in on an unprecedented scale for winter fishing this season, he said he thought it would be a hard winter in local fish market. Smelts are being furnished quite plentifully at 10 cents a pound, large quantities of them being caught in harbor. Fish for sardine purposes took a jump this week to $21 a hogshead, and is highest in many years. Nearly all factories in Eastport have ceased canning for season.

WINNIPEG.

FISH AND POULTRY.—The market is fairly well supplied with poultry but there is rumor of trouble between Ontario and local dealers as to prices for Christmas supplies. Oysters are in good demand.

Fish—		
Codfish	....	0 10
Halibut	....	0 12
Pickerel	....	0 08
Salmon	....	0 14
Trout	....	0 12½
Whitefish	....	0 08½
Oysters—		
Imperial gallon	....	2 25
Large tins, 4 1-6 gals.	....	10 50
Cured—		
Kippered herrings, box	....	1 75
Holland herrings, keg	0 65	0 71
Salt mackerel, kits	....	2 75
Poultry (live)—		
Chickens, per lb.	....	0 12
Turkeys	....	0 14
Geese	....	0 10
Ducks	....	0 10

SEALSHIPTICASE
SEALSHIPT
OYSTERS
Direct from the Oyster bed free from water ice or preservative
A PURE FOOD natural flavor and freshness guaranteed
USE LICENSED BY
SEALSHIPT OYSTER SYSTEM

The business of the "SEALSHIPT" Oyster System's Canadian Branch has been taken over by us. We can fill all orders promptly for "SEALSHIPT" Oysters or equipment.

Christmas Needs

In booking your Christmas order be sure that you are associated with a House that can take care of you should there be a scarcity. If the weather is cold there undoubtedly will be trouble in obtaining supplies and you want to get with a House whose organization is big enough to meet that situation.

At Holiday time people are more exacting in their purchases. They want the very best there is. They will have it then if at no other time of the year. You accordingly cannot afford to overlook quality.

We can supply you with either COAST SEALED or SEALSHIPT oysters, but do not leave the booking of your order until the last minute, as there are human limitations.

We have the best organization in Canada for taking care of rush orders, but let us have your booking for at least a part of your order in advance.

CONNECTICUT OYSTER CO.

"Canada's Exclusive Oyster House"

50 JARVIS ST. TORONTO, ONTARIO

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4 oz. tin, 65c per doz.; 6 oz. tin, 90c per doz.; 8 oz. tin, $1.20 per doz.; 12 oz. tin, $1.60 per doz.; 16 oz. tin, $2.25 per doz.; 3 lb. tin, $5 per doz.; 5 lb. tin, $9.50 per doz.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER.

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15, and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books ..each	0 04
100 books and over, each.	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancacke Flour per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack	$ 2 15
Raspberry, red, h'vy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry.	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 65
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Strawberry	0 13
Black currant	0 13
Raspberry	0 13

Freight allowed up to 25c per 100 lbs.

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz..	4 60
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz...	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—	
Supreme chocolate, ½'s 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size 2 doz. in box, doz...	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s. 12-lb. boxes.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26

Icings for Cake—	
Chocolate, white, pink, lemon orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz...	0 90

Chocolate Confections—	per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. bxs.	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil Wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. bxs.	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box.	1 36
Royal Milk Chocolate. 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars, per box	0 85

EPPS'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N. S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy chocolate, ½'s..	0 26
" Vanilla sticks, per grs.	1 00
" Diamond chocolate, ⅛s.	0 24
" Plain choice chocolate liquors	20 30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼. ½. 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ⅛. and ¼-lb. cakes, 6-lb. boxes. 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa. ½-lb. pkgs., 6-lb. bags, 31c lb.; Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box.

The above quotations are f.o.b. Montreal.

Pure Maple Sugar
and
Maple Syrup

To protect our customers from being imposed upon by cheap imitations of our Twin Block Maple Sugar sold by other firms and falsely represented as ours, we are now stamping every block with our firm name and a guarantee that it conforms to Government Pure Food standard.

Our Pure Maple Syrup is now put up in sealed packages only and to prevent the possibility of refilling or substitution, every package goes to the consumer with our guarantee that the contents have been tested and conform to Government Pure Food Standard.

Grocers selling our goods have the absolute assurance that they are not only furnishing their customers with the best goods possible, but also complying in every respect with the Pure Food Law of Canada.

Sugars & Canners Limited
MONTREAL

'SOCLEAN.'
THE DUSTLESS SWEEPING COMPOUND.

25c Pail, 2 doz. in case (4½ lbs.) enlarged size	$4 50
40c Pail, formerly 50c, 2 doz. in case (8 lbs.)	7 20
75c Pail, formerly $1.00, 1 doz. in case (17 lbs.)	6 75

"ANTI-DUST" SWEEPING POWDER.

2 lb. tins, 3 doz. crates, doz.	1 40
5 lb. tins, 1 and 2 doz., crates, per doz.	3 00

STARCH.

THE CANADA STARCH CO., LTD.
EDWARDSBURG BRANDS
and
BRANTFORD BRANDS.

Boxes.	Cents
Laundry Starches—	
40 lbs. Canada Laundry	.06
40 lbs., Boxes Canada white gloss, 1 lb. pkgs	06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 white.	.06½
200 lbs., bbls., No. 1 white.	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chromo pkgs.	.07½
48 lbs., silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs. Benson's satin, 1-lb. cartons, chromo label	.07½
40 lbs. Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch	.06
(20-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.
Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs	.07
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	.07½
6-lb. toy trunks, lock and key, 3 in case	.08
6-lb. toy drum, with drumsticks, 2 in case	.07¾
Kegs, extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½
(20-lb. boxes ¼c higher than (40's.)	

OCEAN MILLS, MONTREAL.

Chinese starch, 48, 1 lb., per cs., $4.80; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz., per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED.
CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.

No 1's, 95c per dozen.

Individuals, 45c per dozen.

Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz.	0 90
Clear soups, in stone jars, 5 varieties, doz.	1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.

Case of ½-lb., containing 120 packages, per box, $3.00.

Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

THE CANADA STARCH CO., LTD.

CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	2 50
5-lb. tins, 1 doz. in case	2 85
10-lb. tins, ½ doz. in case.	2 75
20-lb. tins, ¼ doz. in case.	2 70
Barrels, 700 lbs.	3½
Half barrels, 350	3¾
Quarter barrels, 175	4
Pails, 38½	1 85
Pails, 25 lbs. each	1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	2 85
5-lb. tins, 1 doz. in case	3 20
10-lb. tins, ½ doz. in case.	3 10
20-lb. tins, ¼ doz. in case.	3 05

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure) 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s., Tins, 2 doz. to case.

Quebec, per case	$ 1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
British Columbia, per case	2 40

DOMOLCO BRAND.

2s., Tins, 2 doz. to case.

Quebec & Ontario, per case	2 60
Manitoba, per case	3 00
Saskatchewan, per case	3 20
Alberta, per case	3 30
British Columbia, per case.	3 10

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	$ 0 90
Pint bottles, 3 doz., cases, doz.	1 75

H. P.

H. P. Sauce—	Per doz.
Cases of 3 dozen	$1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 35
Cases of 3 doz. ½-pints	2 25

STOVE POLISH.

JAMES DOME BLACK LEAD.

6a size, gross	$ 2 40
2a size, gross	2 50

NUGGET POLISHES.	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleaner	1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch, 6s	45
Black Watch, 12s	45
Bobs, 5's and 10's	39
Bully, 6s	44
Currency, 6½s and 12s	39
Stag, 5 1-3 to lb.	39
Old Fox, 6 lb. boxes	40
Pay Roll Bars, 7½s	59
Pay Roll, 7s	59
War Horse, 6s	42
Plug Smoking, Shamrock, 6s, plug or bar	45
Rosebud Plug, 7s	50
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking — Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

TEAS.

THE "SALADA" TEA CO.
East of Winnipeg.

	Wholesale	R't'l
Brown Label, 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	80

LUDELLA.
In 30, 60 and 80 lb. cases.
Black, Green or Mixed.

Blue Label 1s	0 20
Blue Label ½s	0 21
Orange Label 1s	0 23
Orange Label ½s	0 24
Brown Label 1s and ½s	0 28
Brown Label ¼s	0 30
Green Label 1s and ½s	0 35
Red Label ½s	0 40

MELAGAMA TEA.
MINTO BROS.
45 Front St. East.
We pack in 60 and 100-lb. cases.
All delivered prices.

	Wholesale	R't'l
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼.	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JAMS AND JELLIES.
T. UPTON & CO.

Pure Fruit Jams—Raspberry & apple, Strawberry and apple, peach and apple, plum and apple, red currant and apple, black currant and apple, cherry and apple, apricot and apple, gooseberry and apple, huckleberry and apple, fig and apple, 12 oz. glass jars, 2 dozen in case $1.00 per doz.; No. 2 tins, 2 dozen in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37 1-2c. per pail; No. 7 tin pails, 6 pails in crate, 52 1-2c per pail; No. 7 wood pails, 6 pails in crate, 52 1-2c per pail; 30 lb. wood pails, 7 1-4c. per lb.

Packed in assorted cases or crates if desired.

Pure Fruit Jellies — Raspberry, strawberry, black currant, red currant and pineapple flavors, 9-oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz glass jars, 2 doz. in case, $1.[illegible] per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; No. 7, tin pails 6 in. crate, 52½c; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade — Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

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WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen	$0 90
List Price.	
"Shirriff's" (all flavors), per doz.	0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c packages	1 15

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WE ARE HEADQUARTERS IN CANADA FOR

Canned Vegetables and Fruits **Canned Salmon**
California Dried Fruits and Raisins
Evaporated Apples **White Beans**

Wire us your enquiries. Work with a live-wire house, who will give you lowest prices and prompt service.

THE LARGEST AND MOST AGGRESSIVE WHOLESALE COMMISSION HOUSE IN CANADA

Nicholson & Bain Wholesale Commission Merchants and Brokers **Winnipeg**

Branches: REGINA, SASKATOON, EDMONTON, CALGARY, LETHBRIDGE

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WE are putting up a line of fine **OLD ENGLISH MINCE MEAT** in quart self-sealing glass jars that can be sold retail at 35c. each, and they contain two and a half pounds net. This is the handiest and neatest way to handle Mince Meat, and it is at the same time, the most profitable.

Our Mince Meat is made of the best new fruits and purest spices, put up under the inspection of the Dominion Government and with the greatest care and cleanliness.

Also Sold in 80-lb. Kegs.
40-lb. Kegs.
20-lb. Kegs.
5-lb. Tins.

F. W. FEARMAN CO., Limited
HAMILTON

MINCE MEAT

It is impossible to make anything better than

Wethey's "Home-Made"

It is positively the highest grade mince meat on the market and is sold at a most reasonable price.

We are pleased to quote.

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St. Catharines, Ont.

COUNTER CABINET STYLE—CLOSED.

Mr. Merchant--Speed Up Your Collections! The Barr Account Register Will Help You.

Gives a statement to the minute to merchant and customer alike as to the condition of the account—is the surest means of cutting out bad accounts—prevents accounts from running into the "no good class"—saves bookkeeping and posting—saves time and labor — the most compact and quickest to operate.

The "Canadian Grocer," in a recent issue, printed the following article on the "Speeding up of the collection of accounts." It is right to the point. And the best system to apply the speeding is the Barr Register. We will gladly prove it.

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"The collection of accounts is not always a pleasant duty, but it is a necessary one. A business cannot go on long unless the money that is due it is forthcoming. The allowing of debts to continue until they come within the "no good class" is the downfall of many merchants. A man should go strongly after that which belongs to him. He knows that when his own bills come due he has to meet them promptly, and in a judicious method, he should give his customers to understand the same thing. When a bill becomes past due and still remains unpaid, it generally taken more than one attempt to collect it."

Costs no more than others that are older and less convenient.

Write today for more information

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Brand's Beef Bouillon

When the chilly blasts begin to blow your customers will want a hot drink regularly. Supply their wants by selling and recommending Brand's Beef Bouillon. It will prove a good seller and profit maker. Contains the fullest of the best nutritive qualities of prime beef, and is a most nutritious and healthful drink.

By appointment to his Majesty King George V.—Purveyors to H.M. the late King Edward VII.

Brand's India Chutney

is a relish enjoyed by the most fastidious. Made of the finest ingredients by a special process. It gives a rare delight to all kinds of meats and wins favor everywhere. Get a stock of the Brand lines. They will surprise you.

Brand & Co., Limited
Purveyors to H.M. the late King Edward VII.
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For Xmas and present selling, quality and color perfect. Also Florida, Mexican and Jamaica Oranges.

Fresh car Cocoanuts.

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White & Co., Limited

TORONTO and HAMILTON

California Navels

Ripe, Sweet, Juicy Fruit

Our first car was unloaded last Saturday—the quality was the finest we have ever seen at this time of year.

Remember, we are HEADQUARTERS FOR ORANGES of all kinds when mailing your orders.

NEW CROP NUTS

Have now arrived. Get our prices before you buy.

THE HOUSE OF QUALITY.

HUGH WALKER & SON

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SPECIALITIES

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Custard Powder
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Bristol, England

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Before purchasing write for our quotations on the famous **Georgian Bay** apples. We will be packing from five to ten thousand barrels.

LEMON BROS.

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The general satisfaction given by

St. Nicholas
Home Guard
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Puck
Kicking

makes the Lemon Business the ideal feature of the Retailer's Fruit Department.

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Agent

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Chocolates

Made by **Bond, Limited,** Bristol, England

are the high-water mark of quality.

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Made by **Carsons, Limited,** Glasgow, Scotland

are an ideal combination of pure fruit and gums.

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have a full range of samples on show in their sale-room.

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Are you selling the kind of soap that makes your housekeeping customers think yours is the only store for good value. You can do this by selling

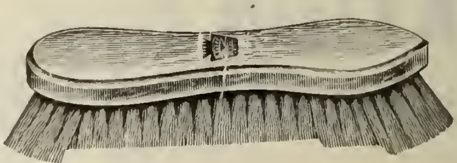
WONDERFUL SOAP

It is pure, hard, and will do more work to the bar than any other soap you ever handled. Its purity allows it to be used in the washing of the daintiest fabrics without harming them. Wonderful Soap is acknowledged by all housewives as the soap for washday.

Write for Quotations.

THE GUELPH SOAP COMPANY

GUELPH, : : ONTARIO



The above cut shows an article of daily use in every household in Canada. We specialize on

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Will tell you the McCaskey System is only One Writing
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EVERY POUND OF ANCHOR BRAND FLOUR

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because extreme care, watchfulness, ability, integrity, the most modern equipment and only the choicest Western Spring Wheats form the complement that obtains the highest possible quality every day in the year.

The most searching analysis and tests make uniformity certain.

As rapidly as people learn all the facts about **Anchor Brand Flour,** they are satisfied only with this Brand.

Anchor Brand Flour is better because the trouble and expense are taken to make it better.

Standard Prices—Worth More.

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MOTT'S "Elite" Chocolate

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Superlative Quality Consistently Maintained

Malcolm's preserved milk products are noted for their high and unvarying quality—only the richest and purest cow's milk being used.

Grocers should tone up their stocks with the Malcolm lines. Your customers will appreciate them.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c per 100 lbs.

St. George Evaporated Milk, 4 doz. in case	$3.60
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J. Malcolm & Son, St. George, Ont.

By Special Royal Permission

The Kingly flavor of "King Oscar" Brand Sardines

From the moment the sardine is taken from the water until it is packed in hermetically sealed tins it goes through its several operations in the utmost cleanliness, and so quickly that it retains its true sea flavor which is further preserved by the use of finest quality olive oil.

Don't take chances, stock "King Oscar." Your wholesaler has them.

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TEA

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COFFEE

Recommend Melagama Tea or Coffee to your customers because it is the kind which most delights the greatest number. Most of your customers will thank you for making them acquainted with the Melagama blends.

Every pound sold means a satisfied customer.

We keep the quality up—then make Melagama known the country over by persistent advertising. Remember we guarantee the sale.

We also pay the freight.

'Phone or wire or mail order at our expense.

MINTO BROS., Toronto

"Cow Brand" Means Soda Purity

Careful cooks insist on this famous, well proven soda. Are you prepared for the present and fall soda demand?

YOUR JOBBER HAS "COW BRAND."

CHURCH & DWIGHT
Manufacturers LIMITED
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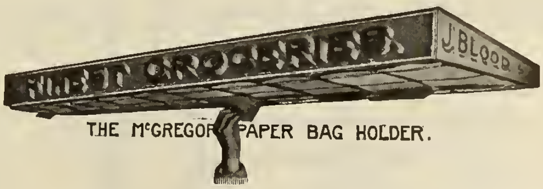
BUY
"Redona" and "Matador"
SHELLED
ALMONDS

The most popular amongst the Grocery and Confectionery Trades

COSMELLI & COMPANY

Packers and Shippers of the well-known Red "C" and Red "B" Fruit Pulps.

Monument Buildings, London, England



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Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

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This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
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This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

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IT WILL PAY YOU TO SEND AT ONCE.

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And a numerous selection of clever short stories. "Maclean's—the National Magazine."

Send two dollars for a year's subscription of this magazine. Single copy twenty cents.

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The Profit-Yielding

goods of business are those that can be handed to women, with the confidence that their use will mean **satisfaction** to your customer. Of these, Fels-Naptha soap is "on the firing-line." It really saves much work, considerable expense, and all **hot** or **boiling** water.

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Here is a telephone message that is becoming more frequent and more popular every week:

"*Send me a dozen packages of Jell-O.*"

Women are learning that Jell-O can be made up in so many different ways that a new

JELL-O

dessert can be served every day, and they find it is best to order a dozen or so packages at a time.

Most grocers encourage the dozen habit, for it makes good customers.

Jell-O is made in seven flavors. It is just such a high-grade product as first-class grocers like to furnish in response to a brisk demand.

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

RICE'S SALT

THE TABLE SALT ABOVE THE AVERAGE

Repeat orders for RICE'S tell the story of entire satisfaction. Get your supply of this dependable Table and Dairy Salt, and so have the happy smile.

We ship promptly. Get our prices.

THE NORTH AMERICAN CHEMICAL CO., Ltd., Clinton and Goderich, Ont.

John Duncan & Co.

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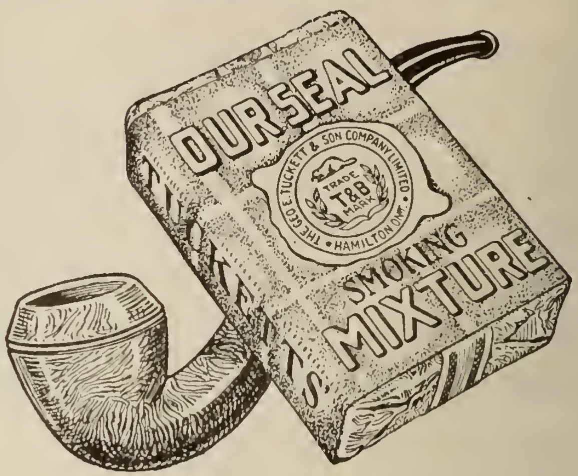
TEAS

of all grades from every tea producing country in the world.

Ask us for Samples.

Our Seal TUCKETT'S SMOKING Tobacco

Took six years *to* perfect *this* rare blend *of the* finest tobacco grown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THE GEO. E. TUCKETT & SON COMPANY LIMITED • HAMILTON ONT.
TRADE T&B MARK
SMOKING MIXTURE
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After years of careful experimenting with the finest tobaccos, we have produced a smoking mixture which is up to the Tuckett standard in every way—a brand new blend which, though young on the market and practically unadvertised, has leaped into great popularity with the smoking public.

It is now found in the best stores everywhere. Introduce "Our Seal" Smoking Tobacco to your trade and don't hesitate to recommend it.

Sells at 10c package.

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DO YOU KNOW THAT OUR

BROOMS

ARE MADE TO BRING REPEAT ORDERS, AND THEY DO.

TRY THEM!

Walter Woods & Co.

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Pacific Coast Halibut and Salmon

FRESH AND FROZEN

Order your Pacific Coast Frozen Halibut and Salmon for next Winter's requirements from

The Canadian Fishing Company, Limited

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Write for prices and information.

We produce and ship all kinds of Pacific Coast Fish—Fresh—Frozen—Salt—and Smoked.

Quality and Service Unsurpassed

OXO Cubes

Skating, ski-ing, snow-shoeing and sleighing will soon be starting. Hot drinks will be in demand. Your customers will want OXO CUBES. Can they get OXO CUBES at YOUR STORE?

People eat more meals in winter than in summer. There are more "left-overs" in winter. Your customers want OXO CUBES for Stews, Hashes and Meat Pies. Can they get OXO CUBES at YOUR store?

Most people like hot soup for dinner every day during the winter. Your customers will want OXO CUBES for soup making. Can they get OXO CUBES at your store?

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Toronto Montreal
Winnipeg
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A Cube to a Cupful

OXO
CUBE
MADE SOLELY BY LEMCO & OXO LONDON, ENG.

BRUNSWICK

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FINNAN HADDIES

Only the most carefully selected and sweetest fish caught in the famous Passamaquoddy Bay are used in the packing of the Brunswick Brand sea foods.

The high quality of our goods has given us a large trade, which, by the exercise of conscientious business methods, is constantly increasing. When you handle Connor Bros'. Brands you sell goods that are trade winners.

Our plant is operated under the most ideal conditions, and our goods come perfect to the consumer.

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BLACK'S HARBOR, N.B.

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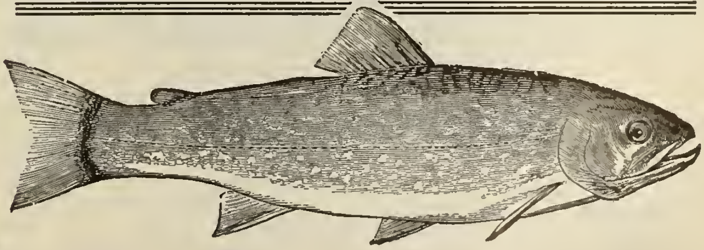

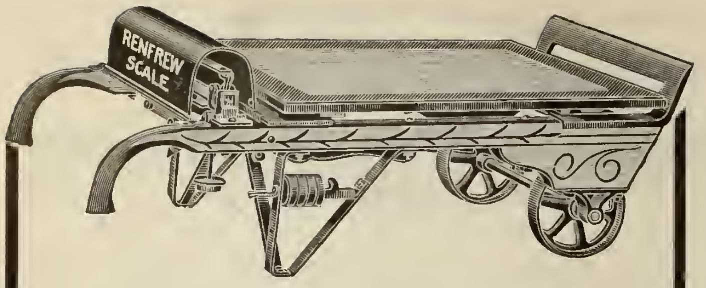

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Here is a scale you can wheel around and weigh goods anywhere you please. Weighs accurately, even if floor or ground is uneven.

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LIMITED
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Any of these firms will supply you

Continental Germ-Proof Grocery Bags

Reinforced Automatic Opening,
Square bottoms.

Guaranteed
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$OUPS with dollars in them.

Edwards' Soups are the soups that soon turn into dollars. They're widely and forcefully advertised and they're on the way to being sold the moment you take them out of the case. And customers who buy Edwards' Soups on the strength of the advertising, buy them again and again on the strength of the quality. There's a handsome profit on the sales. Keep a sharp eye on your stock.

EDWARDS' DESICCATED SOUPS

"The Soups with the dollars in them."

Edwards' desiccated Soups are made in three varieties: Brown, Tomato, White. The Brown variety is a thick, nourishing soup prepared from beef and fresh vegetables. The other two are purely vegetable soups.

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It quickly and easily makes bales weighing 150 pounds, measuring 18x20 x33 inches. One boy can operate it in odd times.

And you get two advantages from it—(1) baling waste paper greatly reduces fire risk and often gives you a lower insurance rate; and (2) it fixes it so that you can sell it. There is always a market for baled waste paper.

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is GIPSY—more of it. Wherever the delightful discovery of GIPSY excellence is made, there you hear the verdict of the fireside, that moves the goods across the counter. It is framed in a never-to-be-forgotton rule——

ASK FOR

GIPSY Stove Gloss

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Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon Creeden & Avery, 118, Homer Arcade, Vancouver, B.C.

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The Easiest Way in The World

To Handle BANANAS

Save your back and your boy. Don't abuse either when you can shift the lifting to this immensely practical and economical device. It pulls up the bananas like any small block and tackle. But unlike them all, it locks the load in mid-air **the instant you let up on pull rope.**

TRADE HALL MARK

Banana Hoist

Hoist and Hanger Combined

Nearly a quarter of a million Hall Safety Self-Locking Hoists are used by farmers and others. The simplicity of the **patent lock** has given this Hoist supremacy over all. Now we have nicely adapted it to the needs of the average fruit man. Every fruit man ought to have several. No device has ever been offered which will so simplify his heavy work or so quickly earn its cost in time and trouble saved.

Satisfaction Guaranteed or Money Refunded

If your wholesale grocer or hardware dealer cannot supply Hall Banana Hoists, send us fifty cents for **sample** and we will ship by parcel post under "Money Back" Guarantee."

Hall Manufacturing Co.
Monticello, Iowa

Heavier the Bunch the Tighter the Grip.

HIRONDELLE

(Swallow Brand)

The brand of Canadian Macaroni, Vermicelli, Spaghetti, etc., that is unsurpassed by any imported.

All dealers should satisfy themselves on this point by asking their wholesalers.

The price for both dealer and customer is right, while the profits are excellent.

C. H. Catelli Company, Limited
MONTREAL, CANADA

Mr. C. C. Mann, 517 Board of Trade Bldg Toronto, Can., Agent for Province of Ontario

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COME TO THE

HEINZ
TRADE MARK

DEALER

BECAUSE CONSUMERS KNOW THAT

Anything That's

HEINZ
TRADE MARK

Is Safe To Buy.

H. J. HEINZ COMPANY
PITTSBURGH

Buyers' Guide

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Manufacturers and Buyers of Dried, Evaporated and Canned Apples.

Ingersoll, - - - Ontario.

Established 1886.

FRUIT PULPS
of all kinds

Bitter Oranges for Marmalade. Peels in Brine.

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SUCHARD'S COCOA

The Highest Quality
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On Sale Anywhere.

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Write us for New Price List of

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TORONTO SALT WORKS
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AGENTS

COCO-BUTTER Here's a line that will prove profitable. It is 100% pure vegetable fat; never goes rancid. More economical than butter and lard, and IT IS LIKED.

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Irish Grocer, Drug, Provision and General Trades' Journal
If you are interested in Irish trade.

Not a cent do we charge unless we collect.

You should have the money that is outstanding in those old accounts—don't allow the "deadbeats" to do you. Put the accounts in our hands, we collect anywhere in Canada or the U.S., and remit promptly. No charge unless we get the money.

THE NAGLE MERCANTILE AGENCY
Westmount, Montreal, Que.

EGG FILLERS

12-DOZ. EGG CASES

The Trent Mfg. Co., Limited
Trenton, Ontario, Canada

GRATTAN & CO., LIMITED
ESTD. 1825
The Original Makers of
BELFAST GINGER ALE
Agents in Western Canada
EMERSON, BAMFORD CO.
842 Camble Street VANCOUVER, B.C.

HOLLAND RUSK

a food product for all seasons. It will please your customers and build a profitable trade for you.

HOLLAND RUSK COMPANY
HOLLAND, MICH.

BUY

STAR BRAND

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers
SEE THAT YOU GET THEM

D. & J. McCALLUM

PERFECTION

SCOTCH WHISKEY

is known throughout the Canadian trade as the finest flavored Scotch on the market. It hasn't that smoky flavor of most Scotch Whiskies. It represents customer satisfaction and good profits.

Wm. E. McIntyre, Limited
23 Water Street, St. John, N.B.
GENERAL AGENT

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c, for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

WANTED

WANTED — RELIABLE REPRESENTATIVES for different territories to handle Mackintosh's Famous Toffee. State experience and lines now handling. Apply Capitol Toffee Co., Ottawa, Ont.

APPLES — WANTED. A GOOD APPLE agency for Newfoundland. Quote prices f.o.b. Halifax or Montreal. Can satisfy you as to connection and references. Advertiser, Box 1131, St. John's, Newfoundland.

FOR SALE

MEAT AND GROCERY BUSINESS FOR sale—established 14 years. Situated in Sydney, Cape Breton, on corner Victoria and Laurier streets, in rapidly growing location. Modern equipment. 2 delivery outfits, two computing scales, safe, two cash registers, sausage motor and mixer, McCaskey register. Cause for selling, ill-health. Communicate to J. H. Quick.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St., Toronto.

ACCURATE COST KEEPING IS EASY IF ou have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

50% Profit

"Mapo" Maple Flavor

Here's a line that must be in demand all along once introduced. A flavor for making maple syrup in the home at a cost of 50 cents a gallon. Excellent for flavoring pies, puddings, etc.

Study These Prices

The Only 25c Retail Maple Flavor in Canada

$2.00 per doz.
Retails at $3.00 per doz.

Also a popular ten cent size at 80c per dozen.

Packed in Attractive Counter Show "Cases." Gallons (bulk), $10 net.

Express Charges Prepaid on Orders of $10 or more.

AGENTS WANTED

The Mapo Company
702 E. T. Bank Bldg.
MONTREAL

CIGAR EXCELLENCE
BEN BEY
10 Cents Worth of Delight

Your customers will appreciate your stocking this leader. Not only look good in the case but smoke good. Give them the best.

Write us or ask your jobber.

Ed. Youngheart & Co., Limited
MONTREAL

UP-TO-NOW GROCERS

Sell UP - TO - THE - MINUTE Delicacies.

MAPLEINE

is one of the good ones. How's your stock? Order of Your Jobber or Frederick E. Robson & Co., 25 Front St. E., Toronto, Ontario. Mason & Hickey, 287 Stanley St., Winnipeg, Man.

The Crescent Mfg. Co.
SEATTLE, - WASH.

There's a splendid opportunity to create a larger, steadier, more profitable business in

Starch, Jellies, Borax

if you handle

The Bee Brand

Quality cannot be disputed

AGENTS WANTED

Forbes & Nadeau
MONTREAL

One of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

Could more tobacco profits be coming your way?

Perhaps you have not tried the three popular leaders. In order to get the better satisfaction and profit you should stock these three favorite brands:

"Master Mason"	**"King George's Navy"**	**"Rose Quesnel"**
SMOKING	CHEWING PLUG	SMOKING

The Rock City Tobacco Co.
Limited
QUEBEC WINNIPEG

ROWAT'S PICKLES

stand alone in a class by themselves for purity, tenderness, an appeal-to-all deliciousness and for good selling qualities. Most dealers of quality goods handle Rowat's. It will pay you to get in line.

ROWAT & CO.
Glasgow, Scotland

CANADIAN DISTRIBUTORS: Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

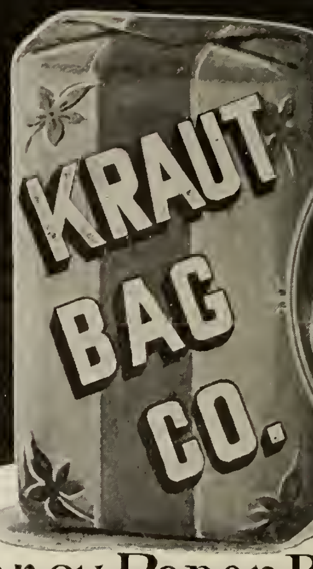
DON'T GUESS

You cannot go on choosing your fancy biscuit stock forever. You must choose the right one some time or quit. CARR'S Biscuits have been chosen by more successful grocers more times than any other make. There must be a reason. *Put in a stock right away.*

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn Montreal and Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

TO THE COFFEE & TEA TRADE



Use Fancy Paper Bags

Adolph Kraut Co.

57 Warren St. New York.

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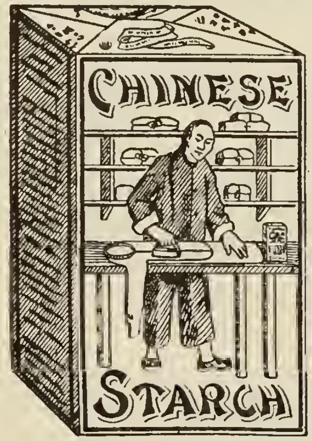
German Mustard

"Duesseldorfer Senf"

Absolutely the best. Unrivalled by any French or English mustard. A fast seller. Put up in cases containing two dozen crock—ten cent size.

Ask your wholesale dealer or write to

Canadian Product & Importing Co.
Berlin - Ontario



The Laundry Finish without the laundry injury to the clothes

How often you will hear a housewife remark, "I wish I could get my linen to shine like the Chinamen do." She can, if you sell her the Chinese Starch. It gives as good a gloss without the least chance of injury to the fabric. It is the only Starch made with two oils—one perfumes the linen, the other makes the iron slip.

16 oz. to the pound, not 12.
Order your supply to-day.

OCEAN MILLS, MONTREAL

O. Lefebvre, Prop.

AGENTS:—Standard Brokerage Co., Vancouver, B.C.; John J. Gilmor, Winnipeg, Man.; Harry Horne & Co., Toronto, Ont.; Norman D. McPhie, Hamilton, Ont.; The Lawrence Nfld. Co., Ltd., St. John's, Nfld.; J. J. McKinnon, Charlottetown, P.E.I.; Boivin & Grenier, Quebec, Que.; Eug. Follot, St. Pierre, Miquelon; Scott, Boyd & Co., Port of Spain, Trinidad, B.W.I.; Desmarais & Gregoire, Chicoutimi, Que.; and all the Wholesale Grocers throughout the Dominion.

PERFECTION COMPLETE.

THE PERFECTION WAY

Perfection Cheese Cutter Computes

Absolutely no figuring required.
Makes every cheese pay full profit.
Simplest in construction and operation.
A five ply birch board.
Handsomely finished in scale blue ENAMEL.
A glass shield and splitting wire free.

Perfection Cabinet

Makes absolute sanitation.
Displays to the best advantage.
Handsomely finished.
Glass on three sides and top.
Increases trade and profit.

Perfection Pedestal

Made of iron, enamelled scale blue.
Saves counter room.
Demands attention, increasing sales.

Write for Perfection Silent Salesman, Circulars and Prices.

American Computing Co. of Canada
Hamilton, Ontario

good soaps—

WHAT better way can you invest your money than in a proposition that will return you 26½ per cent. profit, with a total elimination of the element of chance?

Grocers are turning thousands of dollars' worth of "Richards Pure" and "Richards Quick-Naptha" Soaps into good round profits every month.

You should share in these for the sale is sure as well as the profit being good. Sold through your wholesaler.

The Richards Pure Soap Co.
RICHARDS
PURE
SOAP

Canned Vegetables and Fruits, 1913

ROYAL SHIELD BRAND OF GOODS

Finest Quality Goods. **Sanitary Cans**

To encourage and stimulate the packing of a higher and improved grade of Canadian packed Fruits and Vegetables, we have eliminated all secondary and questionable brands, and stock only high A.1. standard grades sanitary pack, which are open to the trade under our guarantee of moderate prices commensurate with the high quality.

ORDER NOW. PRICES RIGHT.

Campbell Bros. & Wilson, Ltd.
WINNIPEG

Campbell, Wilson & Adams, Ltd.
SASKATOON

Campbell, Wilson & Horne, Ltd.
CALGARY, EDMONTON & LETHBRIDGE

Campbell, Wilson & Strathdee, Ltd.
REGINA

Wholesale Grocers and Importers

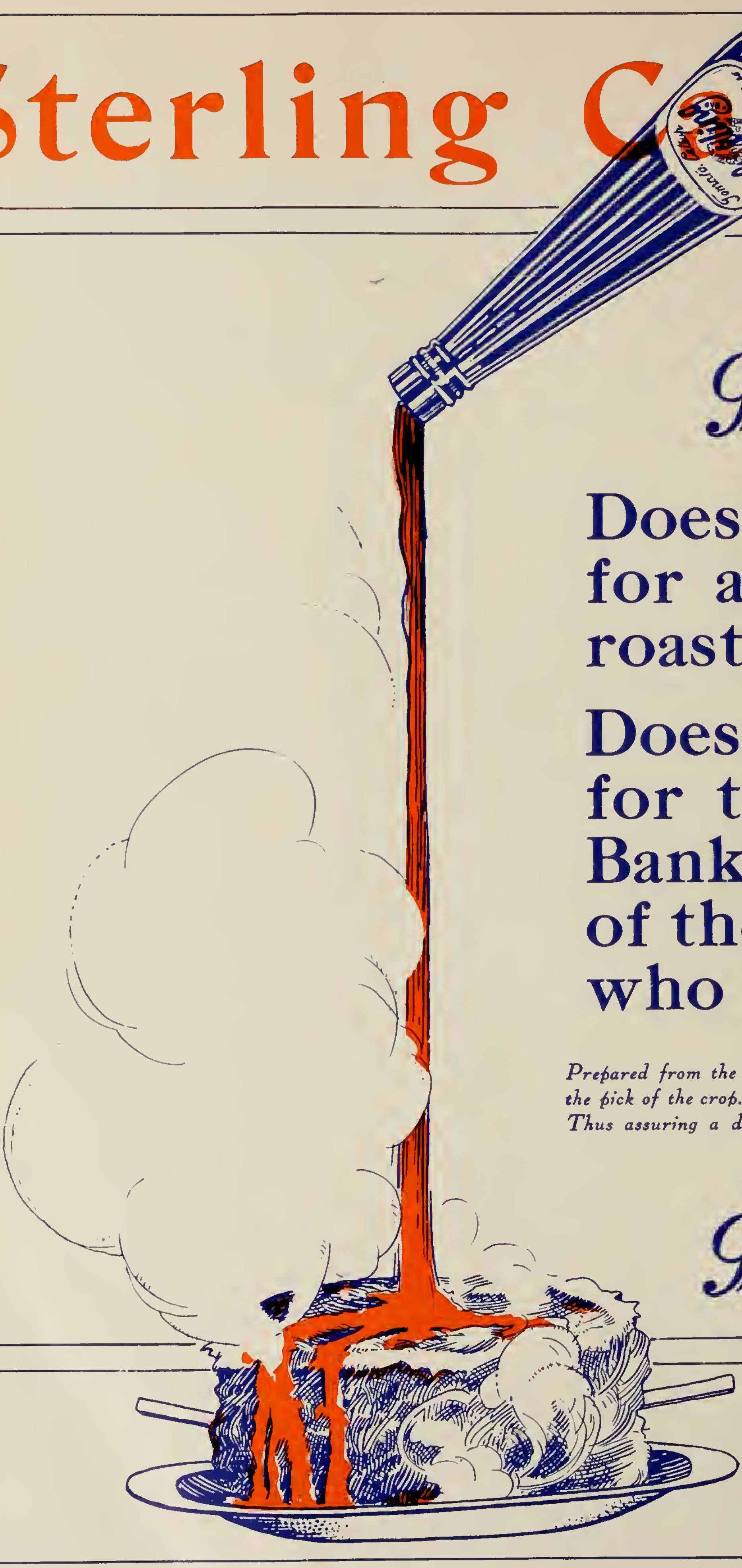
Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Co., Ltd.,
NIAGARA FALLS, ONT.

Sterling Catsup



Sterling
BRAND

Does wonders for a juicy roast *of* beef

Does wonders for the Bank Account of the Dealer who pushes it.

Prepared from the freshest of sun-ripened tomatoes—the pick of the crop. Bottled by automatic machinery. Thus assuring a delicious flavor and perfect purity.

Sterling
BRAND

The T. A. Lytle Co.
Limited
Sterling Road, Toronto

THIS IS THE 1,356th ISSUE OF

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII. PUBLICATION OFFICE: TORONTO, DECEMBER 5, 1913 No. 49

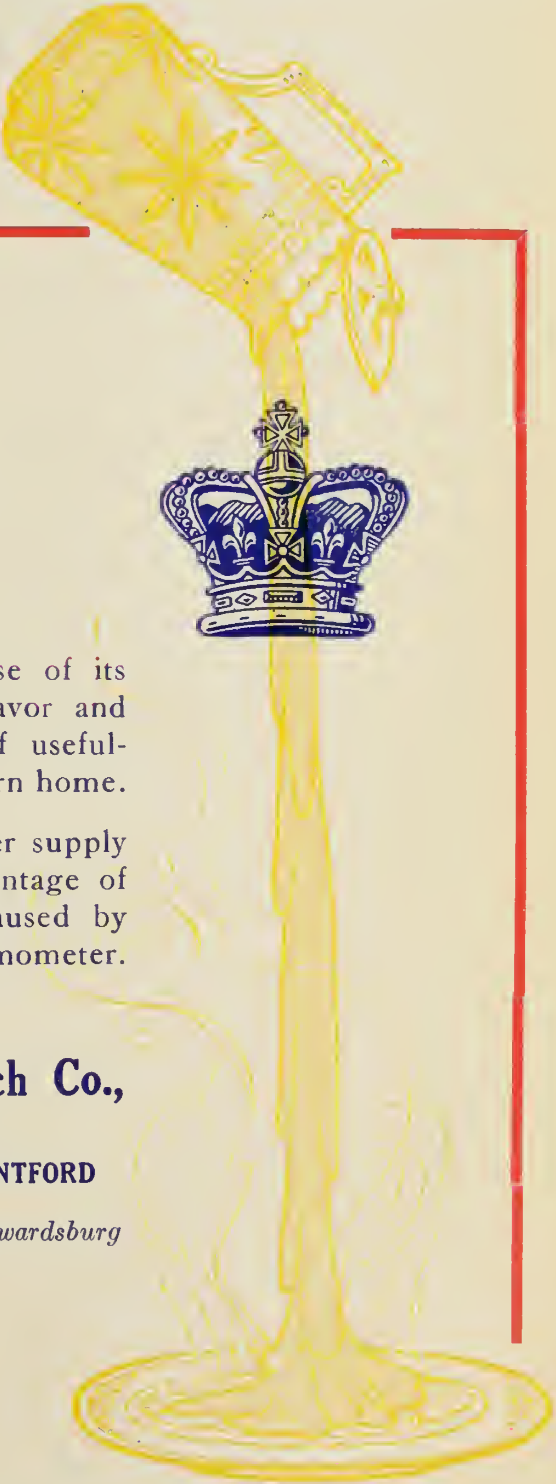
Crown Brand
Pure Corn Syrup

is excellent for home-made candy, cooking and table use.

The cold weather brings house parties, candy-pulls, pancake breakfasts and suppers and more pastry making. This brings increased sale of your syrups.

Crown Brand Corn Syrup has a tremendously large and increasing sale throughout the Dominion because of its truly delicious flavor and its wide scope of usefulness in the modern home.

Order your winter supply now. Take advantage of the conditions caused by the lowering thermometer.



THE
Canada Starch Co.,
Limited
CARDINAL & BRANTFORD

Manufacturers of Edwardsburg Brands.

Are you taking advantage of your opportunities to sell more

Wethey's Mince Meat

(in Cartons)

than ever at this season of the year?

It is always a popular line but at this particular time it rivals our old friend Santa Claus in popularity because of its fragrance; because of its fruity richness and because it is on a pinnacle by itself when mince meat values are being discussed.

Give the well known red carton a prominent place in your Christmas displays and see what it can do for you.

"Two large or three small pies from every package."

Tell those who don't know—and watch the results.

J. H. Wethey, Limited

St. Catharines, Canada

The profit of every single sale means something—additional sales mean still more

That's why **"Thistle" Brand Haddies and Herring** means so much for the dealer. The exceptional high quality makes customers come back and the good profit helps to fill the till.

This is the fish-eating season, and every dealer should put fish to the front. Every sale means something, and if you sell the **"Thistle" Brand** quality fish, each sale will mean a satisfied customer and a repeat order.

"Thistle" Brand Haddies, Kippered Herring, Herring in Tomato Sauce, Tunny Fish, etc., are the select of the fishermen's catch. They are carefully prepared and packed immediately after being caught in improved seamless tins, retaining the full, fresh, salt sea flavor.

Order by the name, and be sure that your wholesaler gives you **"Thistle" Brand.**

Arthur P. Tippet & Co.

AGENTS

Montreal -:- Quebec

The Jam and the Label

A pure product with a recognized label or trade-mark is always a success and most dealers know that Jams and Jellies bearing the E.D.S. Label are quick, steady and profitable sellers. This success is due to the fact that the consuming public know that fruit products bearing the E.D.S. Label are pure and possess the fresh-fruit deliciousness. Accordingly, after once tasting this line they always come back for more. The E.D.S. Label is a guarantee of Purity.

E.D.S. Jams and Jellies are approved for purity by Government Inspection.

Made only by

E. D. Smith & Son
Limited
Winona, Ontario

AGENTS:

NEWTON A. HILL	Toronto
W. H. DUNN	Montreal
MASON & HICKEY	Winnipeg
R. B. COLWELL	Halifax, N.S.
J. GIBBS	Hamilton

E
D S

Those Who Know
Cane's Washboards
Always Specify Them

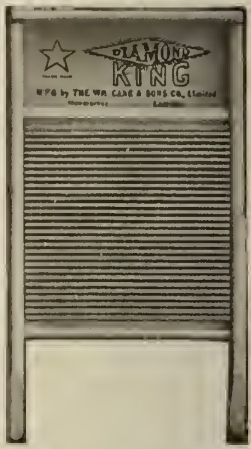
Because They are Right in Price and Give the Best Service

Cane's Washboards stand in a class by themselves for neat construction, quality and durability, and pay an attractive profit.

Among the 13 different styles and grades you will have one to meet every demand.

If you haven't our catalog on "Cane's" Wash-day woodenware, we will be pleased to send you one.

WM. CANE & SONS CO.
LIMITED
NEWMARKET, ONT.



ADS AND SALES

By HERBERT N. CASSON

A Study of Advertising and Selling from the Standpoint of the New Principles of Scientific Management

Something in it for Every Advertiser, Advertising Manager, Corporation, Salesman, Sales Manager, American Business Man.

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II. Efficient Salesmanship
III. A Sales Campaign—How to Start It
IV. Face to Face Salesmanship
V. The Evolution of Advertising
VI. The Weak Side of Advertising
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XII. The Professional Outsider

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Postage, 13 cents additional

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MacLean Publishing Co.,
143-149 University Avenue, Toronto

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Two lines you can always be sure will be steady sellers.
Because the quality is right—and we guarantee the sale.

Melagama Coffee

Mail, phone or wire your order at our expense.
We pay the freight on 60 lbs. and over.

Minto Bros. Ltd., Toronto

Nothing Can Beat the Dutch

Victoria Peppermint Lozenges

The attractive package with the green label. Sure seller, best 5c line, leaves a large profit. Buy it from your jobber NOW, or from agents.

A. J. TEN HOPE
"Victoria Works"
Rotterdam, Holland

Sole Canadian Agent
HENRI DE LEEUW
28 Front St. East, TORONTO

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ADS AND SALES

A Study of Advertising and Selling from the standpoint of the New Principles of Scientific Management.
By Herbert N. Casson.

An Invaluable Book for the Manufacturers, Sales Managers, Salesmen, Etc.

This is the first book which has attempted to apply the principles of Scientific Management to the Problems of Sales and Advertising.

Cloth-bound, Limited Edition, 167 pages.

Sent Postpaid on Receipt of $2 to any Address.

Technical Book Department
MacLean Publishing Co.
143-149 University Avenue, Toronto

Royal Shield Brand of goods Best on the market.

ROYAL SHIELD FACTORY-COFFEE GRINDING & PACKING DEPARTMENT

You're always sure of the best quality in Royal Shield Coffee

We do our own roasting blending and grinding

Backed by buying facilities that are unequalled on account of our tremendous output and by doing our own roasting, blending and grinding, we give in Royal Shield Brand Coffee a quality that defies competition at anywhere near the price. If you do not handle Royal Shield, send to-day for samples.

Get our prices on Canned Goods.

We're Wholesale Grocers and Importers to the West.

Campbell Bros. & Wilson, Ltd.
WINNIPEG (Established 1882)

Campbell, Wilson & Adams, Ltd.
SASKATOON

Campbell, Wilson & Horne, Ltd.
CALGARY, EDMONTON, LETHBRIDGE

Campbell, Wilson & Strathdee, Ltd
REGINA

The Seasoner That Sells All Seasons

Purity Salt is a line that gives entire satisfaction throughout the year to both dealer and consumer. PURITY SALT is rightly named because it consists exclusively of fine dry, even crystals free from all foreign substances.

It is pure—that is why the women think so highly of it. Good profits assured. Insist on getting **Purity** when next ordering.

The Western Salt Co. LIMITED

Courtright, Ontario

Paterson's Worcestershire

a delicious complement

to any fish, fowl or steak. Any kind of meat is made more delicious and has that appetizing tang so much desired by the English country gentleman at his hunting dinners and which is growing in great favor in Canada.

STOCK PATERSON'S FOR GOOD BUSINESS

Rowat & Co.

Glasgow, Scotland

CANADIAN DISTRIBUTORS

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

NORTH, SOUTH, EAST, WEST.

Everywhere Borden's milk products are the leaders. Do you handle them? They allow you a good profit.

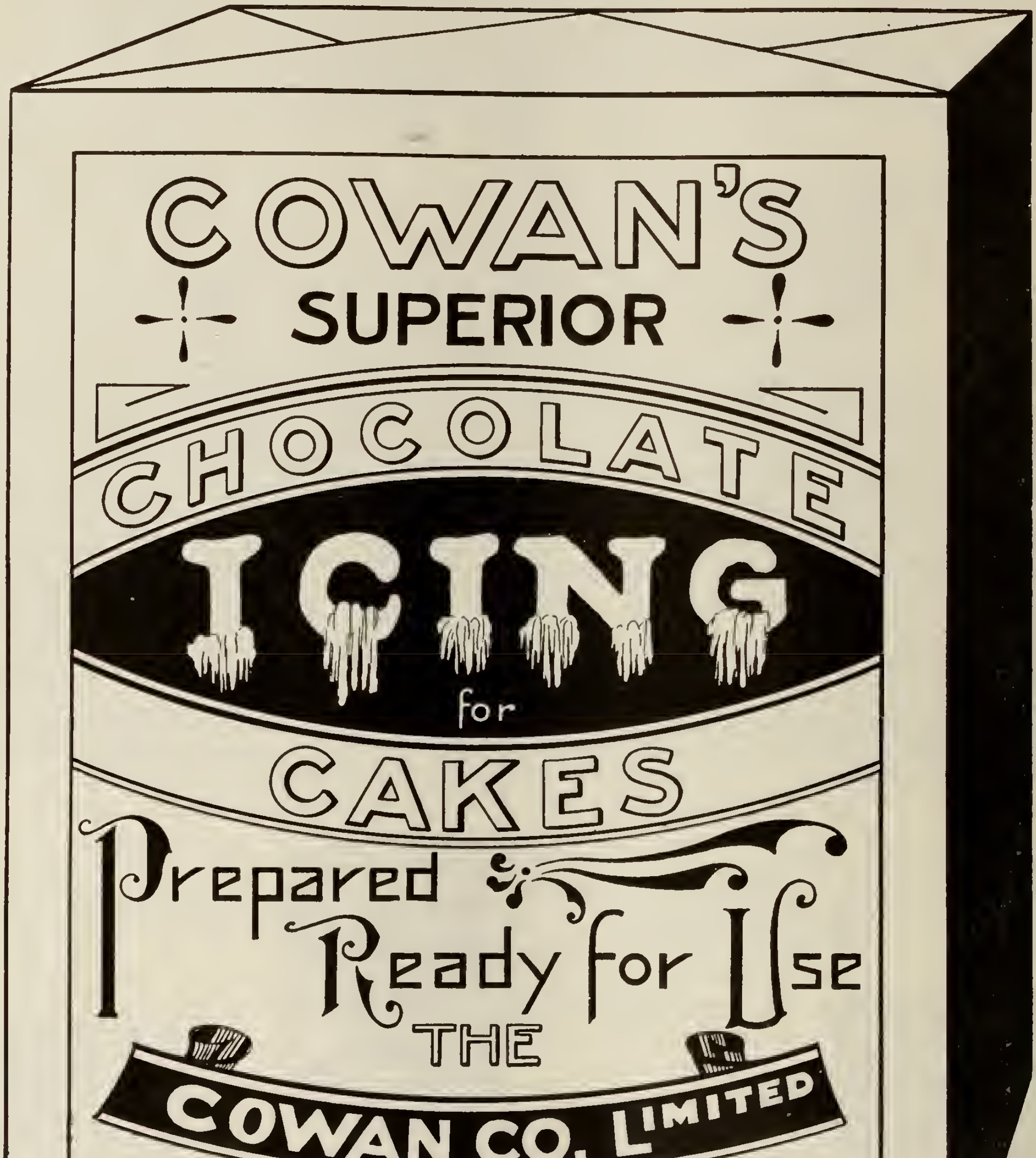
Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch office: No. 2 Arcade Building, Vancouver, B.C.

COWAN'S CAKE ICING



Prepared ready for use. Save the house wife a lot of work, and give better results than any but an expert cook can produce. They are popular wherever known. Make them known among your customers and develop a new and profitable line of trade.

The Cowan Co., Limited, Toronto, Ont.

Little BEEF

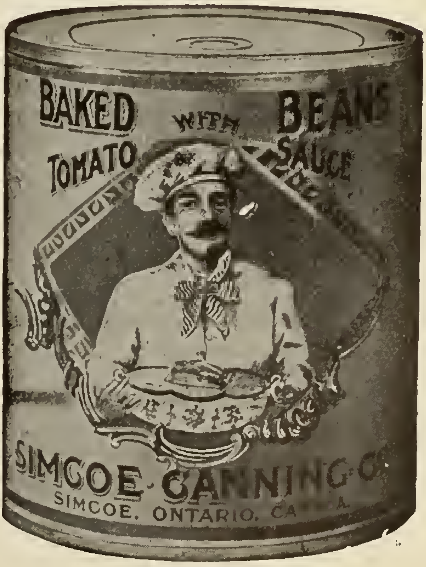
More BAKED BEANS

The price of beef continues on the up grade, many people know this and are cutting down their meat bills. They, however, appreciate the quality and value they receive in

"Simcoe" Baked Beans

and are eating them instead of meat. One tin contains as much nutriment as a pound of beef steak, and makes an appetizing meal for an entire family. "Simcoe" Baked Beans allow the dealer a good margin of profit and help increase his sales.

Dominion Canners, Ltd.
HAMILTON, ONT



Tartan BRAND
THE SIGN OF PURITY

IN STORE—

Full assortment of Mediterranean and California Dried Fruits, Nuts, etc. Prunes, Figs, Dates, Malaga, Valencia and Sultana Raisins, Thompson Seedless, Seeded Muscatels, Fancy French and Italian Glace and Crystallized Fruits, and Canned Goods.

'Phone at our expense a trial order. We solicit your inquiry.

TARTAN Brand Groceries, Spices, Canned Goods are trade winners.

BALFOUR, SMYE & CO., Wholesale and Manufacturing Grocers **HAMILTON**

OLD CALABAR

DOG AND PUPPY BISCUITS

Agent—KENNETH H. MUNRO, Montreal

BLACK JACK

QUICK
CLEAN
HANDY

¾-lb. tins—
3 doz. in case

FOR PARLOR STOVES, PIPES AND RANGES
FINEST IN THE WORLD
APPLY EVENLY WITH A DAMP WOOLEN CLOTH.
XXXX
BLACK JACK
PASTE
STOVE POLISH
THE NICKEL PLATE STOVE POLISH COMPANY LTD.
WINDSOR, ONTARIO.

TRY IT

SOLD BY ALL JOBBERS

SYMINGTON'S SOUPS

One packet of any of the eleven varieties makes a quart of rich, nourishing, and wholesome soup.

The flavours are distinctive and delightful. Let any home-cook try these fine soups—just once!

Mulligatawny, Green Pea, Lentil, Pea, Celery, Onion, Ox Tail, Scotch Broth, Tomato, White Vegetable, Mock Turtle.

Easy to prepare—put the contents of packet into water—stir—boil—serve.

Canadian Agents:—

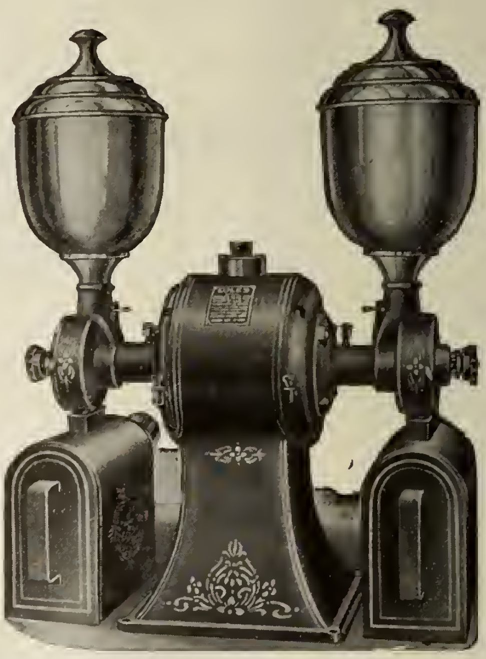
Messrs. F. E. ROBSON & CO.
25 Front Street East, Toronto

More Than Ever in a Class by Itself

One of our 12 new models. Wouldn't it be a good idea then to look into the Coles? It ranks with the best and meets your price.

26 models of electric machines.

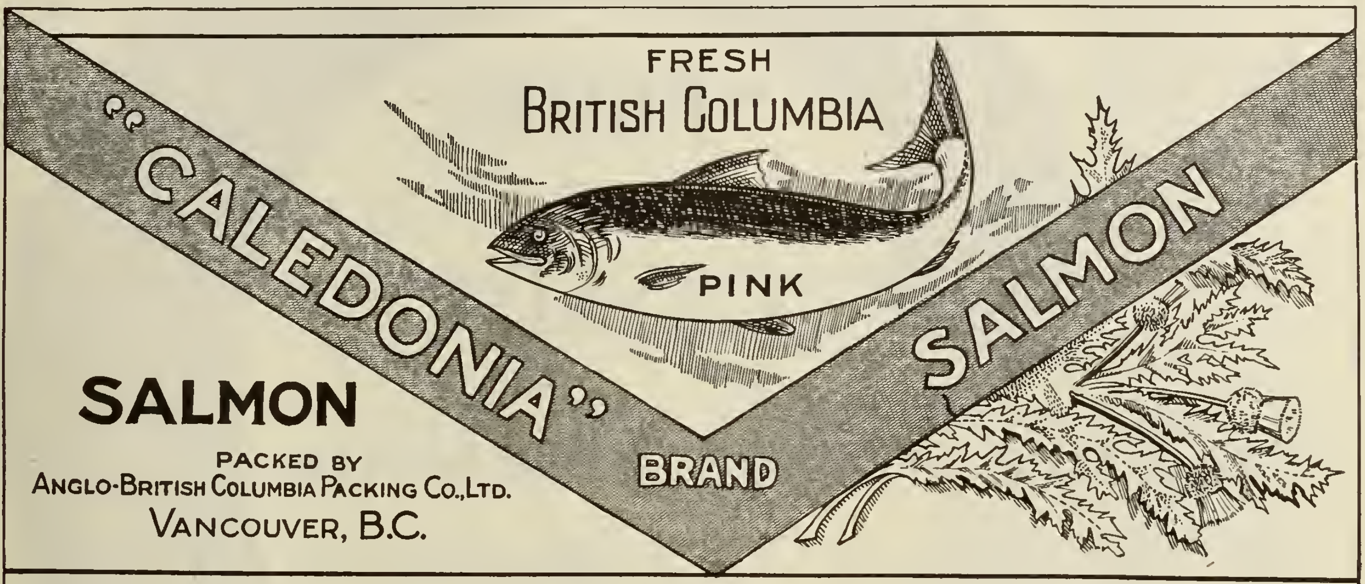
Makers of Hand Coffee Mills for twenty-five years.



COLES MANUFACTURING CO
1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

Fresh British Columbia



H. Bell-Irving & Co.,
Limited (Agents)
Vancouver, B.C.

SALMON

Selected Fish

Early Run

The Golden Rule for satisfied customers is,---"something exceptionally good at a moderate price."

There you have the whole secret of the popularity of

Chase & Sanborn's

Coffees

"PRIDE OF CANADA"

and

The Pure Maple Question

- Many a counterfeiter has succeeded in passing imitation bills, and so perfectly has the water-mark been imitated that even the Government has been baffled. Perhaps some of them have passed unnoticed through your hands.
- Many a furrier has produced imitation mink to look as good as the genuine, but the test of time and wear has found it lacking. His trade suffers.
- Many a maple syrup manufacturer has, on advice of a chemist, been able, and is able to, make a syrup, which he calls "pure maple," and which he may tell you conforms to the Government pure food standard, but that does not say that it is PURE MAPLE. Even PRESENT STANDARD can be hoodwinked.
- Many a syrup is made up of, in fact the majority are, an expert blend of cane sugar, glucose, acids, etc., with but a small amount of maple for flavor's sake, and yet you are asked to sell and buy this as pure maple.
- Many a chance you are running of being fined, because some day a shrewd inspector will drop in and pick up a sample, and the impurity being detected, YOU WILL BE FINED, NOT THE MANUFACTURER.

WHY NOT

HANDLE THE GENUINELY PURE SYRUP—PRIDE OF CANADA. IT IS GUARANTEED TO BE MADE FROM PURE SAP ONLY, AND A SELECT GRADE AT THAT. LOOK AT THE GOVERNMENT REPORTS, OR SEND TO US FOR THEM, AND WE'LL PROVE THAT IT HAS NEVER BEEN FOUND ADULTERATED. YOU CAN BANK ON ITS PURITY.

Maple Tree Producers' Association, Limited
MONTREAL

PURE MAPLE with us means SYRUP MADE FROM REAL PURE MAPLE SAP.

Look at the labels on packages of some other houses and you will find that they try to make you believe that **pure** can be a mixture. **IS IT NOT RIDICULOUS?**

Clark's Pork and Beans

PLAIN CHILI TOMATO SAUCE

The ready seller, Mr. Grocer, is always your best investment. The **well advertised** article backed up by **quality** behind the advertising is easily the most ready seller, and constitutes the surest road to

SUCCESS

Your experience will tell you that **Clark's Pork and Beans** will sell more readily than others.

They are **advertised** in a manner which keeps the consumer thoroughly in touch at all times, they have a **quality** surpassed by none, and a **reputation** with the public of many years' standing.

A well filled stock of **CLARK'S** means to you a long step on the road to **success.**

W. CLARK, LIMITED

MONTREAL

MODERN GROCERY EQUIPMENT

Adds an air of distinction to your store —and

ATTRACTS TRADE.

The "Walker Bin" System

will save 25% of your floor space and also of your expense for skilled salesmen.

Is this worth your consideration?

We manufacture the best in show cases and refrigerator counters.

Write now for illustrated catalogue and estimates.

Walker Bin & Store Fixture Co.,
LIMITED
WALKER PATENTED BINS
Berlin, Ontario

REPRESENTATIVES:
Manitoba: Watson & Truesdale, Winnipeg, Man.
Northern, Sask.: North-West Specialty Co., Saskatoon, Sask.
Southern Sask. and Alta.: J. N. Smith, Box 695, Regina, Sask.
Vancouver: Western Plate Glass Co., 318 Water St.
Montreal: W. S. Silcock, 33 St. Nicholas Street.
Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.B.

WALKER PATENTED BINS

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

THE NAME "FAIRBANK" MEANS SOAP SURETY

FAIRY SOAP

Make a prominent display of FAIRY SOAP at all times, because it's being extensively advertised at all times—connect YOUR STORE with OUR ADVERTISING.

The white, floating, oval cake of FAIRY SOAP at 5 cents is BETTER SOAP than any you can sell up to five times its price. It will please your customers better; it will SELL better. Women everywhere know the soap; grocers everywhere know its sale.

"HAVE YOU A LITTLE 'FAIRY' IN YOUR HOME?"

The N. K. Fairbank Company,
LIMITED, - - MONTREAL

PRUNES

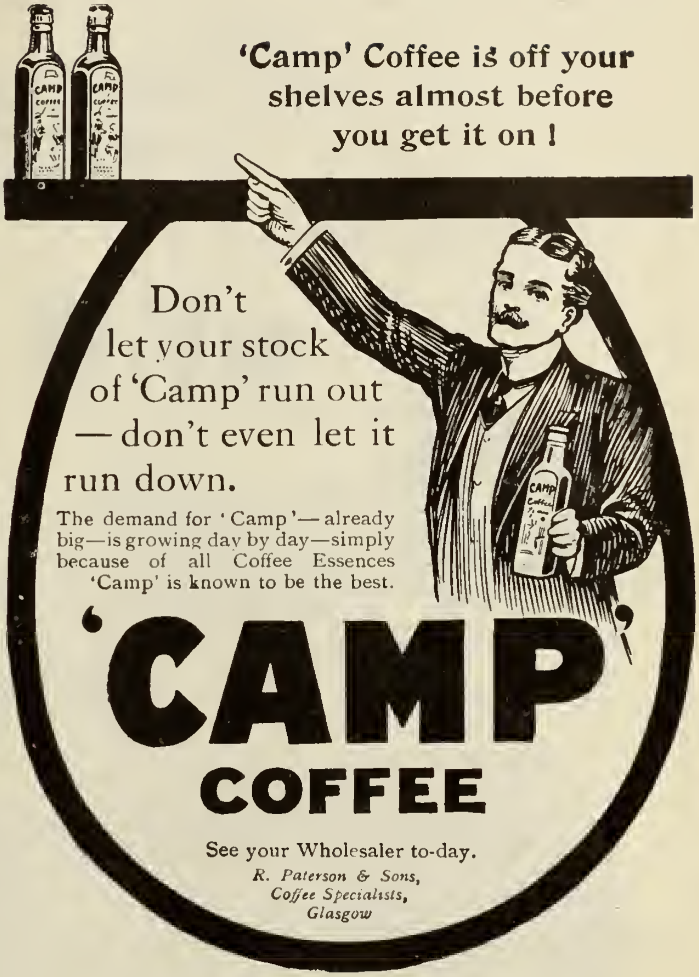
Those who took our advice and bought their Prunes early have saved money. We have received our first shipment and made distribution.

We expect another lot this week, and will be able to save you some money by ordering promptly. We can supply out of this car the following sizes: 40-50s, 50-60s, 70-80s and 90-100s, all 25 lb. boxes, faced.

What else do you need? We have the facilities and the stock to ship promptly.

Fenwick, Hendry & Co.

Manufacturing Wholesale Grocers
KINGSTON, ONTARIO, CANADA.



'Camp' Coffee is off your shelves almost before you get it on !

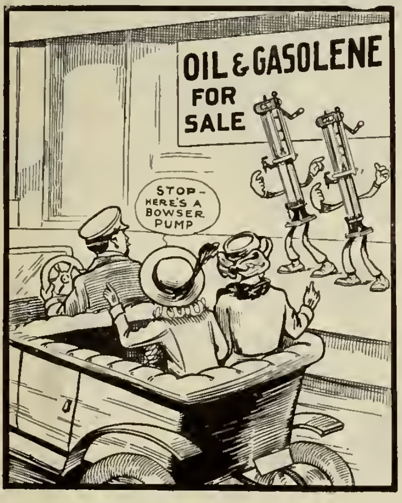
Don't let your stock of 'Camp' run out — don't even let it run down.

The demand for 'Camp'—already big—is growing day by day—simply because of all Coffee Essences 'Camp' is known to be the best.

'CAMP' COFFEE

See your Wholesaler to-day.

R. Paterson & Sons,
Coffee Specialists,
Glasgow


OIL & GASOLENE FOR SALE
STOP— HERE'S A BOWSER PUMP

Bowser Automatic OUTDOOR Salesmen for Gasolene or Kerosene Beckon Trade To You

Every passer-by sees the sign and the pump—a black pump for kerosene and a bright red one for gasoline—and you soon *own* their business.

Oil Pull Engines are selling by the thousands, and each one in your vicinity is your legitimate customer for large quantities of oil.

Lamps aren't all out of business either.

Automobiles, gasoline engines, gasoline lighting systems consume millions of galons of gasoline and distillate.

This business should be yours, and it will come to you with a Bowser system.

The cost is small.
The profits are large.
The business is steady
and sure the year round.

Write us and we'll show you how to make money.

S. F. BOWSER & COMPANY, Inc.

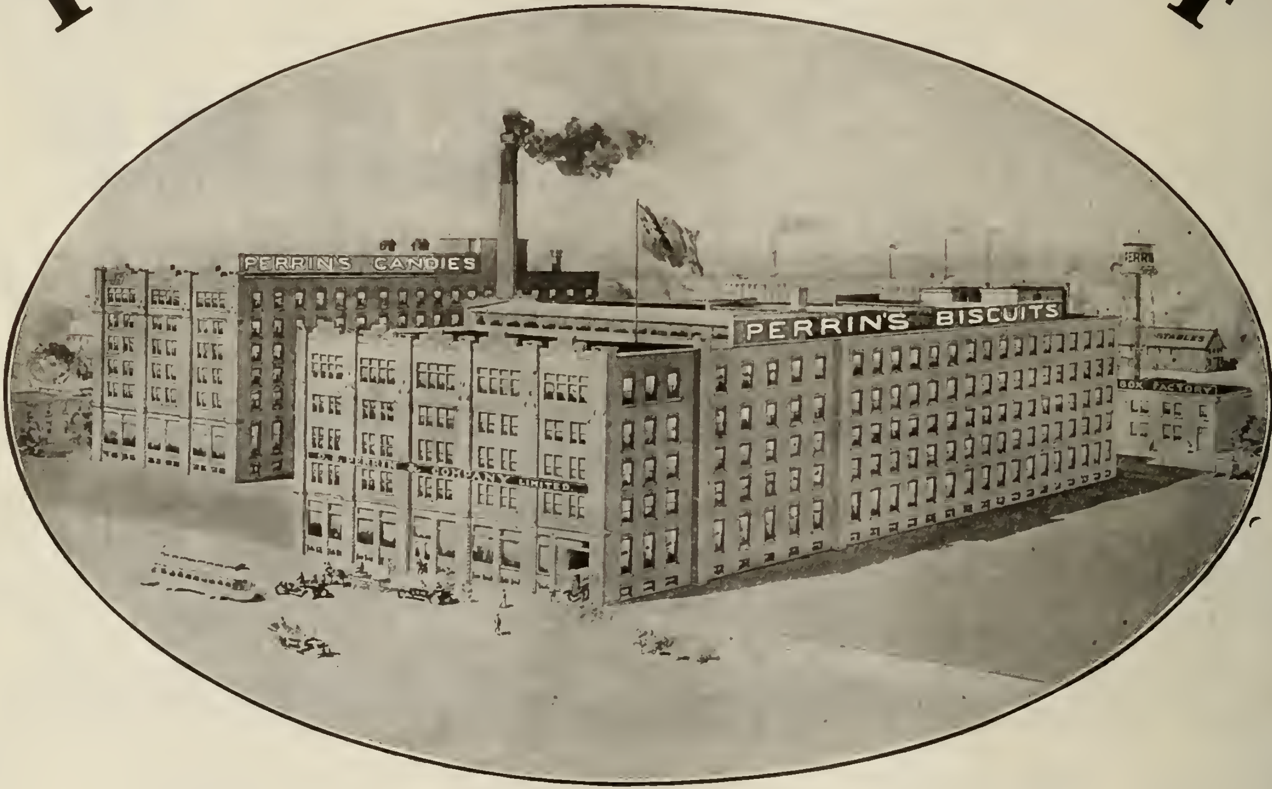
66-68 Frazer Avenue - Toronto, Ont., Canada

Made by Canadian Workmen and Sold by Canadian Salesmen. Sales Offices in all Centres and Representatives Everywhere.

Original patentees and manufacturers of standard, self-measuring hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc.

Established 1885.

THE NEW HOME OF



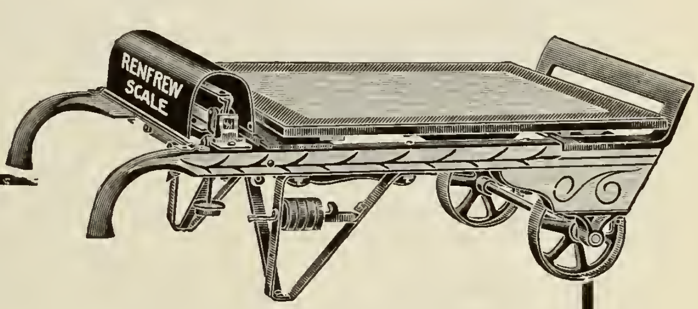
PERRIN'S BISCUITS

LONDON CANADA

St. Lawrence Granulated

The finest sugar made. 100% pure.

The Renfrew Truck Scale Saves Time



Wholesalers, produce men, shippers of all kinds of goods, will find the Renfrew Truck Scale a time-saver. You can weigh the goods right on the truck and then wheel them to the wagon. This truck scale is so constructed that it easily mounts its load. Weighs accurately on even or uneven ground or floor. Weighs anything from 1 lb. to 2,000 lbs.

Staunchly, yet not heavily built. Write for descriptive booklet and price.

The Renfrew Machinery Co., Limited, Head Office & Works, **Renfrew, Ont.**

Century Salt

Improves the customers' tastes and improves the dealers' profits, because it is pure and perfectly distilled.

The Dominion Salt Co.
LIMITED
Sarnia - Ontario

Put "Snap" into your daily profits

Every household in Canada is a prospective user of "Snap"—No house so refined, none so crude, but "Snap" may be used in it as a daily hand cleaner with absolute benefit. You can supply a great deal in your locality. Are you doing so?

Stock Now—Good Profits.

SNAP COMPANY, Limited
MONTREAL

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Brantford Cold Storage Co.
LIMITED
Wholesale Produce Merchants
If you are in need of
HONEY
In any quantity write us for quotations
BRANTFORD, ONT.

Headquarters for White Beans and Evaporated Apples.

W. H. MILLMAN & SONS
Wholesale Grocery Brokers
Toronto, Ont.

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents
and Importers
77 York St. - Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Morrow and Company
39 Front St. E., Toronto
Cereals
We buy and sell rolled oats, oatmeal, rolled wheat, pot and pearl barley, split peas, cornmeal, white beans, wheat breakfast foods, buckwheat, Graham and whole wheat flours, English and Canadian boiling peas.

HENRI DE LEEUW
Merchandise Broker,
28 Front Street East, Toronto.
If you want Edam, Gonda, Holland cream cheese, Holland herrings, **H. de L.** brands, ask your jobber or me. Headquarters for Rice, Barley, Peas, Beans. Represented in Montreal by
CYRIL C. RENDELL,
205 St. Nicolas Bldg.

Established 1859.
GEO. STANWAY & COMPANY
TORONTO
Wholesale Brokers and Commission Merchants.
Ontario Representatives for
"Horseshoe," "Tiger" and "Sunflower" Salmon.
All packed by
J. H. Todd & Sons, Victoria, B.C.
Snltana Raisins, Ceylon and Japan Teas, etc.
Correspondence and good Agencies solicited.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
LTD.
Wholesale Grocery Brokers & Manufacturers' Agents.
WINNIPEG
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA, SASK.
IMPORTER, WHOLESALE BROKER and MANUFACTURERS' AGENT.
Trade Established, 15 Years
Domestic & Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

A want ad. in this paper will bring replies from all parts of Canada.

MACKINTOSH'S TOFFEE
Made in Halifax, England
"THE TOFFEE THAT SELLS"
FINCH'S PATENT FLY TAPE
For Season 1914. Agents Wanted. Write—
Edward Kidd & Co. 1090 Hamilton St.
Vancouver B.C.

A want ad. in this paper will bring replies from all parts of Canada.

W. H. Escott Co., Ltd.
Wholesale
Grocery Brokers
181-183 Bannatyne Ave.
Winnipeg, Canada
Branches Covering
All the Wholesale Centres in the West

WESTERN PROVINCES—Continued.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

RUTTAN & CHIPMAN
WHOLESALE GROCERY BROKERS
and
MANUFACTURERS' AGENTS
Fort Garry Court, Main Street.
Winnipeg - Canada

SIMPSON PRODUCE CO. Winnipeg Man.
Will be pleased to discuss with agents or manufacturers of Bakers', Butchers' or Grocers' specialties, the introduction of their lines to the Prairie Provinces—we go direct to the trade or through the Jobbers.
Dealers in High Class Produce and Provisions.
Simpson Produce Co. 248-252 Princess St.
Winnipeg, Man.

LEADLAY LIMITED
332 Bannatyne Ave.,
Winnipeg, Man
Grocery Brokers & Importers
"Foster-Clarkes Cream Custard."

When writing advertisers, kindly ention having seen the ad. in this paper.

Manufacturers' Agents and Brokers' Directory

(Continued.)

BRITISH COLUMBIA.

O'Loane, Kiely & Co., Ltd.
WHOLESALE GROCERY BROKERS
CANNED GOODS, DRIED FRUITS, ETC.
CANNED SALMON A SPECIALTY
We cover British Columbia and Alberta
Head Office - - Vancouver, B.C.
Reference : The Bank of Montreal.

The CAMPBELL BROKERAGE CO.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street . Vancouver B. C.

The
Condensed Ad.
page
will interest you

WORLD RENOWNED
C.F.St.&C^o
BRAND STUHR.

STUHR'S
GENUINE CAVIARE,
FILETS D'ANCHOIS
(naturels),
ANCHOVY PASTE.

"Please ask for our offer."

C. F. STUHR & CO., HAMBURG.

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'

KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.
Wellington Mills, London, England

NEWFOUNDLAND.

E. O. CORNISH
COMMISSION AGENT
Canned Goods a Specialty
821 Pender St. W., Vancouver, B.C.

McCANN & LANGFORD
Winch Building, Victoria, B.C.
Manufacturers' Agents and Commission Brokers.
We can give special attention to a few good agencies. Anything we handle we push
References: Bradstreets, Royal Bank, Union Bank.

T. A. MACNAB & CO.
ST. JOHN'S NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references.
Cable address: "Macnab," St. John's.
Codes: A, B, C, 5th edition, and private.

One of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

When writing advertisers kindly mention having seen the advertisement in this paper. : : : :

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.

The failure to stock some standard commodity may be the means of a merchant losing trade.

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgie.
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

are recognized everywhere as a specific remedy in all cases of headaches, and they can be recommended by every merchant with perfect safety as an effective remedy. Don't lose trade by allowing your supply to run short.

If you don't know them, try Mathieu's Nervine Powders yourself at our expense as per coupon attached.

For all forms of colds Mathieu's Syrup of Tar and Cod Liver Oil is recognized as a safe and effective cure.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—
Name ....
With (Name of firm) ....
Street ....
City or town ....Prov..........

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Co., Ltd.,
NIAGARA FALLS, ONT.

From the big Forest City House of Quality and Square Dealing

"CLUB HOUSE" BRAND
SPANISH OLIVES

The finest Seville Olives, pure brine, made with healthful water from our own Artesian well, form the basis of the most satisfactory Olive business you can get—this is the "Club House" formula.
Put up in different sizes of bottles. Satisfaction guaranteed.

Send for a Trial Order.

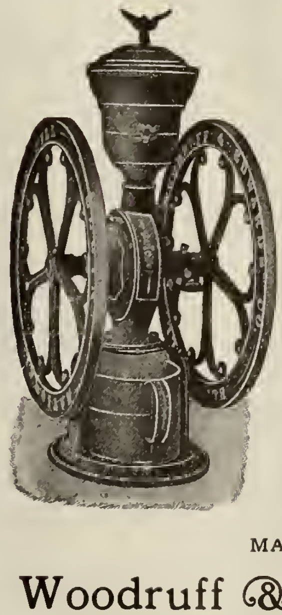
Gorman, Eckert & Co., Ltd.
London, Ontario

Western Selling Agents
MASON & HICKEY
WINNIPEG

Costs Less *to* Install

Costs nothing to operate

Grinds Like a Charm



There is no expense after the initial cost, and this is considerably lower than many other makes now on the market.

We guarantee the ELGIN NATIONAL COFFEE MILL to grind faster than any other mill of a corresponding size. Fitted with special adjuster and new force feed steel cutting grinders.

All we ask is that you look into the merits of this mill before you decide on installing any particular kind.

Write to-day for catalog and prices.

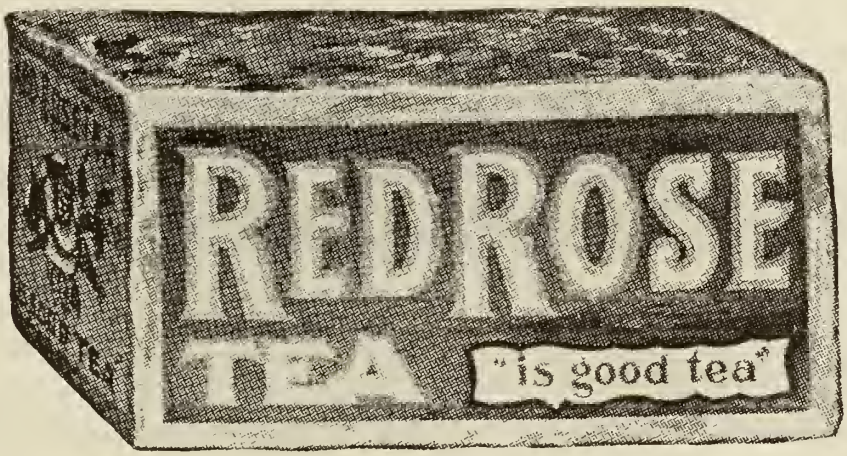
MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

They Wonder How We Do It!

One of the most common comments on Red Rose Tea by good judges of tea in the wholesale and tea brokers offices is, "They do not know how we put such splendid quality in at the price."

It is the expert knowledge of combining qualities of different teas, especially those of Assam and Northern India, that maintains this splendid quality.



CANADA'S LARGEST PICKLING INDUSTRY

10 oz. Sweet Mixed

has been built upon the solid foundation of **Quality** and **Square Dealing.**

Sterling Brand products have that deliciousness that can only be had by using ingredients of the highest quality.

We search the world for our supplies. We buy only the very best—and it's got to be **good** before we will accept it.

We have salting stations right where the best cucumbers are grown. We gather the finest of vegetables right where the best are grown. We do this to get the best and get it fresh.

There's a reason behind our rapid growth, and that reason is "Quality in Every Bottle."

We take you into partnership with us. We give you half the profits. We sell you Sterling Brand products at a price that means a quick turnover for you.

Sterling Brand products are popularly priced.

Our 10 oz. Sweet Mixed Pickles are great sellers and have the "come back" taste.

The T. A. Lytle Co., Limited

"Canada's Large Pickle Industry"

STERLING ROAD -:- TORONTO

JAPAN TEAS have had an active run this season and we have but a few lines left.

Furuya & Nishimura

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH
AND
PROCTOR
SOLE PACKERS
Halifax, - N.S.

ROYAL

Salad Dressing

is queen of the Christmas Feast

Any Christmas dinner will be the better for having the presence of a salad, permeated with the delicate, irresistible flavor of Royal Salad Dressing. This dressing will be found in the best homes and cafes at all times. Put it on display and push it during Christmas trade. It has unlimited keeping qualities.

Sold only by

The Horton-Cato Mfg., Company
WINDSOR, ONTARIO

The standard by which all others are judged

The **Eureka** is built on the most scientific principles known in the refrigeration world. It keeps perishables in the best condition with the smallest consumption of ice. Cold dry air circulates all the time, allowing no dead or stagnant air to cause a damp and musty smell so common in refrigerators. Further, the **Eureka** has no zinc or galvanized iron lining to rust and corrode. It is strictly sanitary in every particular.

Made in any size for Butchers' and Grocers' use.

Catalog and Prices sent on request.

Eureka Refrigerator Co., Ltd.
54 Noble Street, Toronto
Montreal Representative:
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg.

The Obvious Advantages of Handling

"SALADA"

You always have FRESH TEA which is **most important,** as all tea deteriorates with age.

You carry a **small stock,** and **little capital** is locked up.

You make **no loss** in weights—you have **no complaints** from customers.

You quickly **kill off** your **most dangerous** competitor---the pedlar.

You can always get **cost in cash** from us **for every pound** of Salada Tea you have in stock,

We pay freight BOTH WAYS

LONDON, ENG.
41 Eastcheap

NEW YORK
100 Hudson St.

BUFFALO
38 W. Genesee St.

TORONTO
32 Yonge St.

MONTREAL
St. Paul St.

BOSTON
34-35 S. Market St.

CHICAGO
361 N. River St.

DETROIT
Shelby Block

Branches also in Pittsburg and Philadelphia

One Quality Always and That the Best

Mustard, the staple condiment, to be good must be the Right Brand and properly prepared. Inferior quality materials are never used in the preparation of

COLMAN'S MUSTARD
OR
KEEN'S MUSTARD
IN SQUARE TINS

They are always uniform in quality and flavor and of superior strength. The trade demands the best; these brands supply it.

Magor, Son & Co., Limited
Agents for the Dominion of Canada
403 St. Paul Street, Montreal
Toronto Office, 30 Church Street

Christmas Cheer

Puddings—Sauces—Pies—Taffy — Sweetmeats—these delicacies hold sway just now.

Crown Brand Corn Syrup

will help Madam Housewife in her Holiday Cooking—

We will send your customers Recipe Books if they write direct or if you send in their names.

Swell your Crown Brand Sales this month.

THE CANADA STARCH CO.
LIMITED
MANUFACTURERS OF THE
EDWARDSBURG BRANDS
Cardinal and Brantford
Montreal, Toronto, Calgary, Vancouver

The Rejuvenation of the Village Retail Store

Actual Sales Described Which Give Evidence of What Can be Accomplished in Keeping Trade at Home—No Opportunity Allowed to Pass—Possibilities of Holding Home Buyers by Efficient Service and Desire to Meet all Wants.

"Say, Mary, I wish you'd give up getting your groceries at Brown's," remarked Tom Dobbin to his better half the other evening as he came in from the village post office. "When I was there for the mail I saw him come in from delivering some goods. You know how it was raining, and what a mess harness and everything was in. He had no gloves on, and his hands were all dirty from unharnessing and cleaning the stable.

"Well, when he came in Mrs. Thompson was waiting, and Brown did up her tea and raisins without washing his hands, but actually used his dirty fingers to put in the last few ounces of the tea and raisins. It made even me sick. I don't know what the fellow was thinking about."

Mind Already Made Up.

"Oh, you needn't worry," Mrs. Dobbin replied. "I'd about given up going there anyway. You know I've just got a new hat? I went to Brown's for it the other morning, and that milliner of his was supposed to wait on me. I was in a hurry, and I had not taken pains to look up the fashions. Anyway, I like to leave it to the milliner to fit me out. But do you know that Brown's milliner seemed not to care if she suited me or not. I told her about what I usually paid, but she did not try to fit her goods to my pocketbook or to my taste.

"After spending fifteen minutes with her and getting a little madder all the time, I went over to Wilson's. Say, the milliner there fitted me out in ten minutes. I don't care for feathers, but she took off the feathers and put on bows and the like till I had a hat that suited me. I was so pleased that I went two dollars higher than I intended, and bought the stuff for a new dress, to match the hat. Wilsons' keep good goods. I have no fault with Brown's stuff, but now that you mention Brown's dirty hands, I'm done going there."

Yet Brown kicks because he is losing custom. He is honest and upright, but his lackadaisical clerk and his inattention to the neatness and cleanliness so dear to the heart of the rural and village housewife are serious handicaps. His opposition knows, and is providing against the fact, that Mrs. Dobbin and her neighbors have been in the habit of making frequent trips to the town and city, where a premium is set upon the grocers' clean hands and snowy coat and apron, and upon the clerks' alertness to the customers' needs. Mrs. Dobbin was able and willing to pay for a better hat than she was ordering, and when her taste was roused and appealed to by the milliner who knew what suited her, she bought and paid for not only a hat, but for a dress to go with it. Brown was out two profits, while Wilson was in two good profits—and a satisfied new customer. Not a bad morning's work!

The Aggressive Way.

There is something in it for country stores in the matter of keeping up appearances and in courtesy. Tom Dobbin and his wife the other morning were going for a drive, Mrs. Dobbin holding little Flossie on her knee. Flossie had been pleading for a little seat all her own, and Mr. Dobbin drove up to Wilson's general store to see what he had. Before he got out of the buggy, Wilson was out. "Anything you want? I thought I'd save your getting out of the rig!" The seat was asked for.

"Sure thing. I've a seat. I'll have it here in a jiffy

Once Flossie tried it, even close-fisted Tom Dobbin hadn't the heart to chase away her delighted smile.

"That's great," remarked Mrs. Dobbin. "I should say so, and just as cheap as in the city and right at home. Suppose we try him for those new woollen horse blankets that we have thought of buying in London?"

There it is again in the same village. The alertness, the courtesy, the goods and the price and the country store had won.

Never Lets a Chance Go By.

Another of Wilson's devices for holding trade is his way of taking orders. The other day a customer was looking over his stock of shoes. "Anything that you care for in this list?" enquired the salesman. "No," was the reply. "I wish something a little better than this."

"Can you wait till Friday?" queried the clerk. "We'll be in at the wholesale and I'll deliver for you on Saturday. In cases like this we make an advance of only twenty-five cents on the cost price—you see we're at no risk or delay in the matter and the customer gets a bargain." The result was a sale of three pairs of boots, a gross profit of seventy-five cents made in three minutes,

"Anything you want? I thought I'd save you getting out of the rig." This exemplifies the live dealer, the man who does most in keeping the mail order houses from a country community.

and the retention of the shoe trade of at least one family, to say nothing of the contagion of good business. This merchant has more than half his goods sold before they come to the store. He knows before he orders who wants a few quarts of cranberries or strawberries or a quantity of boiled ham or such other extras. His neatly printed card, "Let us bring your next Friday's strawberries, a fine haddie or a goose or a fine chicken," posted where it must be seen by all who come to his store, brings him in many a dollar that he would not otherwise secure. Of course he makes it a point to know that he can fill his orders satisfactorily before he takes them by getting informed a week ahead, and by using the telephone.

Salesmanship like this makes it easy for the clerk to say, "Now we have a new meat sauce in or some fine extract of beef that makes a splendid drink when one comes in cold from driving," or, "There is a fine warm pair of mitts, and the price is right."

A Creator of Trade.

In this way Wilson is actually creating business. He claims that any clerk can sell a customer goods the want of which the customer is already aware of, and that the profits of business come from creating wants in the people who have the money to buy.

Wilson is prepared to say that Homeville is one of the best stands within twenty miles of London. He glories in giving as good value as any store in the city. He studies goods, markets, and customers' needs and peculiarities. He uses the telephone to keep tab on the prices of what he has to sell and of what he takes orders for. He aims at and hits the bullseye of the principle "It's not the goods on the shelf but the frequent profits on the investment together with satisfied customers that make a thrifty bank account."

Grocers Should Retain Right to Sell Tobacco

So Maintain Grocers of Quebec Province—Think Tobacconists Have No Good Reason for Requesting Exclusive Sale of Tobacco, Cigars, Cigarettes and Snuff—In Many Centres the Only Stores Now Handling These Lines Are the Country Merchants.

O. LACROIX, 19 Rue St. Joseph, Quebec, P.Q.—I know of no ground why grocers should not sell tobacco, because here in the Province of Quebec mostly all tobacco is sold by grocers, who deal direct with most all family needs.

Sure groceries can't hurt tobacco; then why should tobacco be afraid of sugar, etc., etc.?

In our province grocers—that is first-class grocers—are supposed to sell—that is our business—teas, coffees, butter, provisions, vegetables, cigars, tobacco, canned goods, wines and liquors, biscuits and confectionery, preserves, ripe and dried fruits, and all regular grocers' sundries, as well as cooked meats and fish.

* * *

N. LALONDE, 364 Charlevoix Street, Montreal.—I believe that it would be very unjust to prevent the grocers from selling tobacco when the candy stores and departmental stores are able to do so.

* * *

A. GRENIER, 94-96 Rue St. Jean, Quebec, P.Q.—I would say that such a monopoly should not be allowed, as it would hurt the trade in general, but more especially the small stores.

It would affect my sales, as doing a large trade in sportsmen's supplies, I have large demands for cigars, cigarettes and tobaccos during the fishing and hunting season.

The tobacconists have no reason for the demand, and the grocers should be allowed to sell tobaccos, as there are no tobacconists to be found in the working class quarters.

Are the tobacconists justified in their request that tobacco be sold only through them? The grocery trade will generally say "No" to that question. In Montreal, as was recently announced in Canadian Grocer, there is a movement on foot to have the tobacconist become the exclusive medium of distribution from manufacturer and wholesaler to the consumer.

This paper has taken the question up with a number of Montreal, Quebec City and other Quebec province retail grocers and general merchants to secure their views. Some of these views are presented herewith. With one accord they are opposed to the proposal and rightly so. The retail grocer has just as much right to sell tobacco and more than the tobacconist has to sell stationery and confectionery. We predict that it will be a long time in the future before this request of the tobacconist is granted by the manufacturer.

HADLOCK BROS., Barnston, Que.—In regard to the tobacconists controlling the tobacco business, I cannot conceive of any good argument on their part.

People in stores, whether in mail order houses or grocery establishments, should have the right to buy and sell any legitimate article that money can buy. Let the retailer pay a license if the article demands it, but handle it just the same.

A man opens a meat shop and then starts to handle groceries. He has a perfect right to do so. Why not the grocer handle tobacco?

In our town there is no tobacconist, and tobacco is sold only by general stores.

* * *

ELZEAR TURCOTTE, Quebec, P.Q.—In reply to your question "Should the sale of tobacco by grocers be prohibited?" I should state that as long as wholesale grocers carry supplies they certainly will be opposed to the imposing of a license, a license which will prove detrimental to their business, lowering sales considerably.

Manufacturers who have the advantage of being able to reach the consumer easily through the medium of grocers doing business in all the small centres of the province owe it to the latter to also register a kick.

This license would hurt the consumer also in depriving him of a handy source of supply, which he has long since appreciated.

Again, if the tobacconists press the matter too far, it will be necessary to take steps to have them close their stores on Sundays and to prevent their selling, as they do in some cases grocery articles.

The license would also weigh heavily on several crippled individuals, army veterans or widows, who eke out an existence in selling tobaccos, papers, etc.

In the case of a man who is doing part wholesale and part retail business, like

(Continued on page 40.)

Grocery Trade Veteran Watches Credits Keenly

J. S. Bond, a Toronto Grocer, Was Almost a Dry Goods Man — Has Been in Grocery Business About Twenty-five Years — Some of His Methods and Ideas.

The Toronto Retail Grocers' Association would have lost one of its most valued and energetic members if a quarter of a century ago the conditions for establishing a dry goods store in Toronto had appeared favorable to J. S. Bond, who had moved in from Bowmanville, Ont. Mr. Bond's chief business in that town had been in dry goods, but in looking for a location in Toronto he decided that nothing except an extensive stock of dry goods would pay. So he bought out a store at the corner of Gerrard and Ontario Streets, and sold out about three years later to take over the property at the corner of Gerrard and Seaton Streets, one block west, where he has carried on an extensive family trade for the past 22 years.

And still he is as hearty as ever, and none more ready to take his part in anything that will help the Association. And no one took keener pleasure out of the Grocers' picnic at the Falls last summer than Mr. Bond.

Holding Down Bad Accounts.

Just a whisper here, and the story later: In a family business of over a score of years Mr. Bond's losses from book debts have been extremely light, and a few hundred would cover these same credit items at the present time, and a stray hundred all that give signs of being a "dead loss." A pretty fair tribute to a merchant's skill in solving one of the toughest problems that confront the grocer, more than the retailer in any other line.

Profits Much Higher Years Ago.

"Changes in the trade in 25 years? Indeed, there have been, many of them," Mr. Bond told The Canadian Grocer in a reminiscent talk. "We don't make as much now as we did years ago. Why, take eggs. I used to buy them for 7 cents a dozen and sell them for 12½c—a profit of 5 cents a dozen. Now we pay over 30 cents and don't make the same profit on four or five times the outlay. Then there's butter. We used to get it at 12½ to 15 cents, and sell it for 18 or 20 cents. Now it costs us, say, 28 cents—over double the outlay, with less actual profit. So you see it takes over double the amount of money to stock up as it did years ago, and our profits in percentage are more than cut in two.

"Then there's help. A man at $1 a day and a woman at 50 cents was the regular price. Now it's $1.25 for a woman and over $2 for the man. And houses are more and everything else. Almost the only point where we gain now is that we can sell more package stuff in the same time than by the old bulk way."

Three Classes of Customers.

Mr. Bond has reduced his credit business almost to a minimum. His customers may be divided into three parts:

1.—The older ones, running back as far as 25 years, who continue their old system of paying by the month.

2.—Cash customers, who never charge purchases.

3.—Customers with one week's credit.

The second or strictly cash customers exceed 80 per cent., while the weekly credit people are a very small number. Mr. Bond described them thus:

"They are those who have been dealing, say, a short time, and one day may ask us to 'trust' them until the end of the week. I tell them that that must be the limit. And if the bill is paid then well and good, but nothing can go out afterwards until that is paid. This is done in some cases with people who live in small apartments, and we run a certain risk of their moving away. In future I intend to insist on all 'apartment' customers paying cash. The rest are very few and occasionally we find them stop at the end of the week and leave us with the bill unpaid, but very seldom."

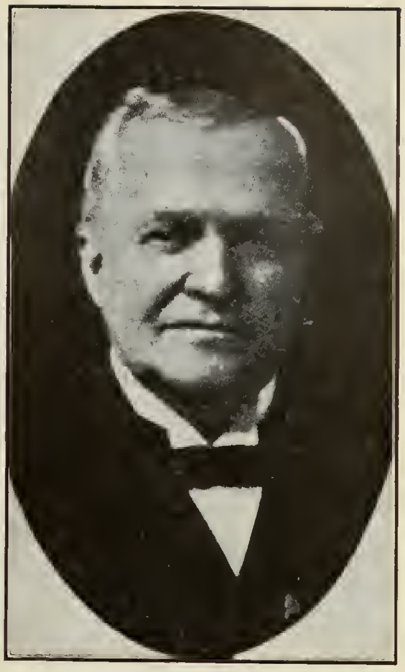
As for the credit customers who have grown up with the system, Mr. Bond continues it, for in these he feels confidence, and there might be objections raised to changing, particularly with telephone users. But all these do not aggregate $500 at one time on the books, and the whole amount he considers as bad pay is but very small.

It is fully ten years now since Mr. Bond inaugurated his cash system (or one week's credit) and he has found only an occasional person who has ceased to deal with him on that account.

Fair Profits on all Articles.

Mr. Bond is a thorough believer in "fair profits." He thinks a grocer should be repaid for his time and trouble even on sugar. Hence he sells at the present time, 18 pounds for one dollar. If a customer comes in and informs him

(Continued on page 40.)



J. S. BOND, Toronto,
For a quarter of century in the retail grocery business.

A LUCKY BID.

When Mr. Bond wants to see the time he pulls a gold watch out of his pocket. It is correct to the second. It has lived an exemplary life in Mr. Bond's pocket for over 25 years. There is a story connected with it.

A quarter of a century ago and more Mr. Bond used to "pick up" bankrupt stocks. One week a jeweler in Quebec province failed and the goods were shipped in a large case to Montreal. In those days bidding at an auction of bankrupt store goods was on the lines of the small boy's jackknife "swap"—"sight unseen." The big Montreal and Toronto firms were afraid to bid. One dealer made it "five cents" on the dollar. Mr. Bond said "seven," and the auctioneer knocked it down to him.

It was a pretty good investment all through, but one article took Mr. Bond's fancy—a gold watch. He had taken the course adopted by so many—in and out of the grocery business—waited until his friends should take the notion to present him with one. But the temptation now was too strong. Here, in this lot, was a beauty, valued at $110. Mr. Bond tried it in his pocket. It fitted, and he kept it. It is there still, and cost him—$7.70!

Many Answering the Early Shopping Call

Better service, better attention, greater selection, newer and better goods can be offered the housewife who buys her Christmas groceries now. The splendid assortment we have in raisins, currants, peels, figs, dates, nuts, etc., is appealing to a great many. It will appeal to you if you also do your shopping early. Come in and inspect our stock. Read carefully this partial list of goods and prices:—

For the Cake

Freshest of all kinds of dried fruits for the Christmas cake ready for you—nice, plump Valencia raisins; fine patras currants; citron, lemon and orange candied peel; fresh Smyrna figs and meaty dates, all guaranteed good quality. Only pure Vanilla and other extracts, spices, etc., sold by us. You want the Xmas cake ingredients good. You can buy nothing else from us.

The Dessert

If you have plum pudding for dessert you will be absolutely safe in getting it from us—done up in neat, attractive packages of one, two and three pounds at 30c per lb. If it is to be mince pie we recommend to you Blank's Mincemeat put up in a factory as clean as your kitchen at 15c per lb.

What Will Interest the Children

Christmas time is undoubtedly Children's time. We always make a feature of dainty Christmas novelties that the children will appreciate. Our specially selected assortment of "stockings" of all sizes at prices from 15 cents up should be seen. Christmas crackers, we have in plenty and many other exclusive Yuletide lines. Be sure to see them.

Christmas Box Suggestions

There is no more appreciated gift to a smoker than a box of good cigars. If your husband smokes, get him a box. If he has a friend who smakes, suggest that a box be sent to him. Prices range from $1.50 up.

A box of chocolate is an old-fashioned gift that will never grow older. When it is done up handsomely as those we have to offer it will be all the more appreciated. Boxes range from 50 cents to $3.00.

Your Xmas Turkey

Order it now so that we may save for you what you want. We will deliver it Christmas eve and relieve you of all the trouble connected with delay. You take no chances. We only select best available stock. Might as well make your cranberry jelly now. See our large juicy cranberries in the window.

Fresh Fruits and Canned Goods

Our stock of snow apples, spies, greenings, etc., was selected with the utmost care. You are sure of good fruit in every case. Other fruit suggestions include malaga grapes, new navel oranges and bananas, all of good quality. With fresh vegetables over you will require canned vegetables for the festive season. Sweet corn, sweet wrinkle peas, and fine whole tamotoes make a good selection. Your choice of any three cans for 30c.

Please do not leave off purchasing until Christmas Eve when everybody is busy. You stand to gain a great deal by buying now.

EARLY BROS.

16 John St. "The House of Plenty" **Phone 751**

Above is offered as a suggestion for a newspaper advertisement to help along early shopping.

Ready-Made Suggestions for Moving Xmas Goods

Show Card and Newspaper Advertising Ideas for the Busy Merchant—Get the Christmas Shopper Shopping Early—Just a Little Over Two Weeks Left.

MOVE OUT EXCLUSIVE LINES.

The following and all other exclusive Christmas seasonable goods should be sold out completely before end of year:—

Stockings.
Christmas crackers.
Plum Puddings.
Christmas Candles.
Fancy Holiday Confectionery.
Biscuits in Special Christmas Boxes.

These goods deserve particular attention, as many of them are practically unsalable—except at greatly reduced prices—after the big festive season has gone by. A good method is to take an inventory every day or two to see that clerks are pushing these lines strongly. No fraction of them should go into dead stock.

IN two and a half weeks' Christmas will actually be with us. The time is slipping rapidly by, and when the big festive day is over every dealer should be able to say to himself, "Well, I have surely secured all the business coming my way."

During the remaining time no stone should be left unturned in order to get what business there is procurable. One of the greatest helps in this work is the well written, convincing ad. in the daily or weekly newspaper. It is urged upon every dealer, who has not already been accustomed to doing so, to use the local newspaper wherever there is one. Ask any merchant who has attempted using newspaper space judiciously if it pays him. The answer in nine cases out of ten is that it does.

Sample Ads. Shown.

Last week and the week previous samples of newspaper ads. were shown in Canadian Grocer. On the opposite page is another ready-made suggestion which conforms to the modern standards of good copy in many ways. Any grocer is at liberty to use these suggestions in whole or in part. Your local newspapers will not have the exact cuts shown, but they will likely have other appropriate Christmas designs which they will be glad to loan.

There are only a few points in newspaper copy which should be carefully considered. Here are some:

(1) Select only appropriate cuts if any cuts are used at all.

(2) Do not allow printers to use heavy 'extra fancy' borders. They detract from the effectiveness of the reading matter.

(3) Eliminate all rules possible.

(4) Make the heading brief, but appealing, and follow up with special reasons why the public should deal at your store.

(5) Give brief, crisp descriptions of each article named, so that a desire to purchase may be created on part of the reader.

Some Effective Show Cards.

Every effort should be made to get the public to shop early. Store customers should at least be induced to make all early purchases possible. This gives more time to look after the transient, last-minute trade on Christmas Eve and a day or two previous. The ad. suggestion on the opposite page is designed for this purpose. Show cards are also always effective if properly worded. Some ready-made suggestions in cards are given on this page for the busy merchant. Have one of the clerks or someone else letter three or four such cards. They offer the customer a suggestion, and are bound to make some think, and, therefore, will relieve to a certain extent the last few days and hours of Christmas shopping.

Push Semi-Luxuries.

It is always good policy on the dealer's part to put forward articles other than the ordinary staples. Around Christmas people are usually free with their money, and will always add a few extras to their necessary purchases. These include glace fruits, bright red cherries in glass, dainty confectionery in glass jars, wines, etc. A table or the corner of the counter set apart for such goods will be found a salesman in itself.

Get Rid of Exclusive Xmas Lines.

All exclusive Christmas lines should be pushed strongly from now until Dec. 24. "I make it a point," remarked one dealer to the writer, "to have nothing left after Christmas which will be out of season. Those plum puddings, for instance, must all be sold at least before the New Year. All those special Christmas boxes of confectionery, the crackers, stockings and special fancy holiday biscuit boxes, will have been moved out before January 1. At the end of every second or third day I personally take an inventory of these goods to see how they are selling, and if they are going slowly I suggest to the clerks to push them more strongly.

READ MADE CARD PHRASES.

The store of Plenty—Shop Early.

Fine Assortment For the Early Shopper.

Order the Christmas Turkey Now.

Early Shoppers Have First Selections.

Don't Wait for the Christmas Rush—Order Your Dried Fruits To-day.

Delicious Plum Pudding from Finest Selected Flour, Fruits, Peels and Spices. Order Now.

The Sooner You Come the Better the Service.

Nothing Is To Be Gained By Delay—Order Your Christmas Dried Fruits To-day.

Bake the Christmas Cake Early—the Earlier the Better.

Don't Take the Christmas-Eve Chance. Delivery Is Surer To-day.

If You Want Dried Fruit Selection, Buy At Once.

This man offers a splendid suggestion to those who have not been doing similarly. There is no money in buying this exclusive Christmas stock if the quarter of it is to be held over. This means that the merchant practically has worked for nothing, and invested his money with no returns.

Use the Window Continually.

Many grocers have been showing for the past two weeks or more attractive displays of dried fruits. People are purchasing them, too, which goes to prove that it is not absolutely necessary to wait until last week before Christmas to push these goods.

If the early shopper is to be brought forth from his lair, he must be shown some reason. The suggestion to buy early does not come from him; it must come from you.

The CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

THE MACLEAN PUBLISHING CO., LIMITED

John Bayne MacLean - - President

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland.

Cable Address: Macpubco, Toronto. Atabek, London, Eng

OFFICES:

CANADA—

Montreal—Rooms 701-702 Eastern Townships Bank Building. Telephone Main 1255. O. S. Johnson.
Toronto—143-149 University Ave. Telephone Main 7324.
Winnipeg—34 Royal Bank Building. Phone Garry 2313.
Vancouver, B.C.—2649 Third Ave. West, H. Hodgson.

UNITED STATES—

New York—R. B. Huestis, 115 Broadway, New York. Telephone 8971 Rector.
Chicago—A. H. Byrne, 140 South Dearborn Street, Room 607, Phone Rand 2324.
Boston—C. L. Morton, Room 643, Old South Bldg. Phone Main 1024.

GREAT BRITAIN—

London—88 Fleet St., E.C. Telephone Central 12900. E. J. Dodd.

Subscription: Canada, $2.00; United States $2,.50; Great Britain and Colonies, 8s. 6d. Elsewhere, 12s.

PUBLISHED EVERY FRIDAY.

TORONTO, DECEMBER 5, 1913

PLACE TAX WHERE IT BELONGS.

AN EDITORIAL which appeared a few weeks ago in this paper on the relation that the circulation of large newspapers bears to mail order buying, has created a wide degree of interest and has stirred up considerable comment in the daily press. Newspaper publishers are beginning to realize that the circulation of metropolitan dailies at a low rate is not only inimical to their own interests, but also to the retail interests, inasmuch as a stimulus is given to mail order buying in this way.

The following from the Brantford Expositor is typical of the attitude taken by all newspapers, exclusive of the large city dailies:

> Intimation has been given that the Canadian Government may increase the rate of postage on newspapers, and in consequence the majority of Canadian publications are seeking to have this additional taxation, if it comes, placed chiefly where it properly belongs. This is upon the publishers of certain daily newspapers who carry on what is practically a mail-order system, selling their publications outside at slaughter prices. In other words, they get $3 to $5 a year in Montreal, Toronto and Winnipeg, but sell in other cities at from 50 cents to $1 a year. These newspapers are largely supported, if not owned, by the owners of the big department stores, and thereby conduct what is practically a mail-order business. The question of postal rates on this class of matter is consequently one which affects not only the publishers of all newspapers other than those above indicated, **but also retail dealers generally throughout the country.**

The last clause is one of deep significance. The retail merchant has a distinct interest in the proposed rearrangement of the postal rates on second-class matter. Anything that tends to increase the circulation of metropolitan newspapers outside of their natural territory will give the mail order houses increased opportunities of bidding for trade.

BETTER HEALTH FROM CANNED FOODS.

The Bureau of Information of the United States Department of Agriculture advocates a more liberal use of canned fruits and vegetables in a circular just issued, which says:—

The balanced ration of many Americans to-day is made up of something as follows: Bread, butter, eggs, meat, and fish, potatoes, patent medicine, laxatives.

Many Americans customarily suffer from one of the following complaints: Indigestion, constipation, rheumatism. A simple change of the daily menu might go a long way to remedy these ailments according to the Bureau of Plant Industry's specialist in charge of canning club work. This specialist recommends a change to a menu more in keeping with nature's plan something as follows: Bread, butter, fruit, vegetables, greens, meat, fish and eggs.

He recommends that every family provide a diet of fruit and vegetables for every day in the year. This would do much to eliminate the need for laxatives that figure so prominently in many Americans' bill of fare. If every home kept on hand enough canned products so that there might be a can of fruits, a can of greens and a can of vegetables for every day during the winter, there would be little need for the laxatives now so regularly purchased from the corner drugstore. There would also be great economy in the substitution of an inexpensive food for a more expensive one.

A FAULT EVENLY DIVIDED.

One of the important points brought out at the annual banquet of the London, Ont. Retail Grocers' Association was the necessity for their own existence of retail dealers pushing goods which bear a fair margin of profit. It was rather the negative side of this problem that was so frequently touched upon. Different speakers told of goods being sold which no more than paid overhead expenses without any apparent attempt on the part of the dealer to discourage them. In fact in many cases the dealer himself cut the price.

Part of this fault lies with the manufacturer and part with the retailer. Some manufacturers in naming their prices to the retail trade, do so arbitrarily without any thought of what margin the retailer will get in performing the important work of distribution to the consumer. A certain demand is created for these goods and if the retailer stocks them and sells at a popular price he loses money or at the most makes none. In cases such as this, the manufacturer is at fault. If he expects the dealer to act as his agent, he should undoubtedly reimburse him fairly for his work, trouble and salesmanship. If he does not do this, who will blame the retailer for substituting other goods? By substitution is of course meant advising the customer to take another article, not saddling another article unknowingly upon him.

It often happens, however, that the dealer himself is the cause of the trouble. He pays for instance 95 cents for an article and in his eager endeavor to get a big turnover, he sells at "three for a quarter." Or if he receives a little demand for a certain line bearing a small or no profit, he passively stocks it, displays it in the window and advertises it in his newspaper space. Of what advantage is it to anyone, we ask, to help create a big demand for any line which bears no net profit to the dealer? The retailer has the power in his own hands to kill such a business method. Let him study his goods, his costs, selling prices and net profits and let him stiffen out his backbone and determine to handle only goods that allow fair margins.

A BANKER'S VIEW OF CREDITS.

A writer, in Saturday Evening Post, on the Judging of Credits, says that statements of assets and liabilities ALONE are not of much value. A man's reputation for promptness is considered above even a favorable balance in the asset column.

"Of all habits," he maintains, "probably the one that makes the best impression on bankers and business men is the habit of promptness—or being businesslike, to use a common expression. If you wish a cash discount do not wait until the tenth day to mail your cheque, but mail it on the ninth day of the month. If you buy goods at thirty days, send your cheque on the twenty-ninth day instead of the thirty-first or thirty-fifth. When you receive a statement from your bank that a note is due, call at once and make arrangements about partial or entire payment of the same; and early on the morning of the day when the note becomes due, call at the bank with the new note, properly made out, and a cheque for partial payment and discount."

The same advice is given in the matter of purchasing goods. A merchant should not wait until his entire stock is exhausted and then send in a rush order. This method of doing business is liable to lose custom and to ruffle one's temper unnecessarily if there is any delay. He should be a little ahead of time with his goods rather than a little late. This applies too in delivering goods. The lack of promptness in delivery has probably caused the loss of more custom than anything else.

There are many bankers who place a great deal more dependence on a man because of promptness than because of an apparently good business. One is known who divides all business men into three classes: (1) Those who attend to their business promptly; (2) Those who are lax in their business methods; (3) Those who are irregular. Men of the first type can always get loans; those of the second never, and those of the third only when money is plentiful.

The retail man could very well, to his own advantage, apply similar principles to his customers. When he sells goods on credit he is actually a banker lending money to his customers and he should use the same foresight in extending credit as the banker.

UNFAIR BLAME FOR PRICE OF EGGS.

Although organized movements directed against the soaring prices of eggs have not developed in Canada so far to the extent they have in the States, there is unquestionably a feeling of discontent and a tendency in some quarters to shoulder the blame upon the grocers. A little investigation will prove that this is quite unfair. The grocers are helpless. They would lower prices if they could. They are deploring the high rates as much as anyone. It is the abnormal demand that is setting the pace.

Let the conditions be summed up one by one. 1. The grocers are forced to pay far more for their eggs than one year ago. The files of Canadian Grocer of Dec. 6, 1912, Toronto market, show fresh laid eggs ranging from 35 to 40 cents; this year's market quotations on Dec. 5 are 50-55 cents, a straight advance of 15 cents per dozen in wholesale prices. Storage eggs one year ago were quoted at 29-30 cents; this year Canadian Grocer's market reports show 35-37 cents wholesale, an advance of 6 to 7 cents a dozen.

2. The profits of the grocers are no higher per dozen, and in most cases less than one year ago, while the percentage of profit, based on the selling price, works out at considerably less.

3. Stocks in storage occupy reverse positions comparing the two periods. In its market reports on Dec. 6, 1912, Canadian Grocer said: "Eggs, if you speak of the new laid article, are scarce, and as high as 45 cents per dozen is being asked. There are plenty of storage, and more across the line if they are needed."

Contrast the present situation. As high as 60 cents is being asked for fresh laids, and it is stated in the market review this week that in Montreal storage stocks are sufficient to last only to the end of the year, and in Toronto several wholesalers have been cleaned out already and the rest have only sufficient for the next three weeks. Furthermore, "across the line" storage stocks, especially in Chicago, which Canada depends on for a supply, are far below last year's, and there is little chance of supplementing the deficit from that source.

TWENTY-FIVE DOLLARS IN PRIZES.

As announced in our Fall Number of Oct. 10, and in several succeeding issues, Canadian Grocer's annual Christmas window trimming contest is on this year again. Twenty dollars in prizes are given in this contest to the six successful contestants.

When this competition was first established several years ago, we had the same object in view as now—that of creating a greater interest in the art of window trimming. Year after year we have secured some of the finest Christmas displays shown from coast to coast. This year from all accounts the entry list will be larger than ever. The increased number of competitors makes the honor of winning a prize all the greater, as the competition includes so many of the best Canadian displays that are produced.

We would again urge upon all to secure the best possible photograph. One that will not reproduce well in the paper is not of much use to the cause of window dressing among the grocery trade. A photograph should show the detail in the display in order to give an idea to another.

Full particulars of this contest have been given in this paper. Let every clerk and dealer look these over and plan now to enter the contest.

Canadian Grocer is also giving a prize of $5 for what the judges consider the best Christmas advertisement sent in. Just clip out the ad. or send a proof to the Editor with your ideas on the value of newspaper advertising. Twenty-five dollars in prizes are given to the winners of both these contests.

EDITORIAL COMMENTS.

Christmas is drawing near. Only 16 shopping days left.

* * *

The business outlook is showing much more promising signs.

* * *

Remember The Canadian Grocer's Christmas window dressing competition.

* * *

The wide-a-wake country merchant does more to keep trade at home than any other medium.

* * *

Canned vegetables and fruit are healthy foods. This winter they are comparatively cheap so that every dealer should push them strongly.

* * *

The Saskatchewan Purchasing Co., a Western Canada co-operative concern, has failed. This country seems to be a dangerous rock for this sort of frail craft.

* * *

A fortune surely awaits the man who has hens that will lay, and plenty of them. Why not import a thousand or two good layers from Argentine now that Spring is coming on there?

Proposed Increase in Postal Rates A Vital Matter to Retail Merchants

Relationship of Big Metropolitan Dailies With Mail Order Houses Something That Should be Considered by Every Retail Association — Parcel Post Problem a Factor That Comes Into Prominence — An Illuminating Discussion at Conference of Newspaper Men, as Reported in Printer and Publisher.

There is a movement on foot to increase the postal rates on second-class mail matter, which has a vital bearing upon the Canadian retail merchant. By "second-class mail matter" is meant all kinds of newspapers and periodicals which have secured from the postal authorities at Ottawa, privilege to be sent through the mails at the rate of one cent per four ounces, which rate has been enjoyed by all daily and weekly newspapers, trade newspapers, farm and other periodicals alike.

Now the postmaster-general has announced his determination to inaugurate a parcel post system in Canada early in the year and it is in this connection that every merchant is vitally affected by any change in the postal rates of the second-class newspaper and periodicals.

The department stores and mail order houses, with their agents the Metropolitan daily press, who have been pressing for this service for many years, are looking forward to a rich harvest which can only be secured at the expense of the provincial retailer. If to further facilitate their plans and to make up the resulting deficit in the postal department earnings, they succeed in having such alterations made in the second-class mailing rates as will throw the burden upon the trade and provincial press and leave the latter still more open to the unfair competition of the dollar daily organs of the departmental stores, the retailers of Canada will be the first to suffer.

That the retailers of Canada may have an opportunity of knowing what is going on, the Canadian Grocer reproduces below from Printer and Publisher a report of the recent meeting of the Canadian Press Association where the proposed changes in the postal rate were discussed in a thoroughly spirited manner.

The recommendations of the press association have been submitted to the postmaster-general who has promised a reply setting forth his attitude.

In the meantime the retail associations throughout Canada might find it very profitable to consider at their meetings the probable effect upon their interests of a parcel post system supplemented by an adjustment of newspaper rates in the interest of the departmental stores and mail order houses. Following is report from Printer and Publisher:—

The object of this meeting, as explained by the chairman, was to receive the report on the cost of carrying second-class matter, which it was decided to thoroughly investigate at the initial joint meeting a year before. At that meeting a motion was passed authorizing the president of Canadian Press Association (then John R. Bone, Toronto *Star*), and the president of Canadian Press, Limited (J. F. MacKay, Toronto *Globe*), to appoint an expert or experts to conduct a thorough investigation into the cost of carrying second-class matter. This committee appointed M. E. Nichols (then of Winnipeg *Telegram*, but now of Montreal *Mail*), to conduct the investigation.

NICHOLS' REPORT PRESENTED.

It might be well to explain that printed copies of Mr. Nichols' report had been distributed at 1 o'clock, when the morning session closed, the members being asked to read the report during the hour and a half allowed for lunch. This was the first occasion the report had been seen by anyone except members of the Boards of Directors of the two organizations and it was stated that very few, if any of them, were aware of its contents until a few days before, while some members of the Boards saw it for the first time at a special joint meeting the previous evening.

It was found to be a somewhat lengthy document, the report proper covering over seven galleys 8 point solid, 25 ems measure. To this was appended two aud a half galleys of recommendations and explanatory matter relating thereto, and five galleys of tabular and other matter which bore the headings Reference "A" and Reference "C," nearly fifteen galleys in all.

Owing to the length of the report and the fact that printed copies had already been distributed—though few had time to read it—Mr. Nichols did not consider it necessary to take up the time of the meeting in reading it throughout, and therefore referred only to the more important portions of it and suggested that questions be asked regarding anything that was not thoroughly understood.

Mr. Nichols then read his recommendations, which were ten in number, and which, the speaker declared, were based on his investigations and his own opinions as to the position the press of Canada as a whole should take in the matter.

Although no motion was passed by the meeting to that effect, it was clearly understood that the report itself should under no circumstances be published at the present time, nor should copies of it or any of the information it contained be given to anyone not a member of one or other of the two organizations, and it cannot, therefore, be quoted here.

The recommendations made by Mr. Nichols and appended to his report were, with one exception, later accepted by the meeting and a committee appointed to transmit them, as amended, to the Postmaster-General, after which they will virtually become public property. This will have been done before this issue of *Printer and Publisher* is off the press, so it is considered in order that they should be included in this report, for the information of the many hundreds of interested newspaper publishers who were unable to personally attend the meeting.

The recommendations as first presented by Mr. Nichols read as follows:

(1) The free zoue to apply only to publications published is places with a population not exceeding 10,000.

(2) Graded rates as follows:—

(a) Within a radius of 350 miles from the place of publication, ¼c per pound.

(b) Within a radius of 600 miles, ½c per pound.

(c) Beyond 600 miles, 1c per pound.

(3) Enforcement of the clause in the Postal Act denying the statutory rate to publications sold at a nominal publication rate, the minimum rate for daily newspapers to be fixed at $2.00 per year, an exception being made in the case of Prince Edward Island newspapers, where exceptional conditions prevail. Minimum rate for publications other than daily to be referred to a committee.

(4) Prohibition of the use of premiums, clubbing offers or other inducements, the effect of which is to reduce or appear to reduce the subscription rate to the subscriber.

(5) Shipment of certain classes of periodicals by fast freight, between distributing centres, or delaying shipment of such periodicals for a period not exceeding 24 hours.

(6) Special rates for trade publications. (Afterward struck out.) Mr. Nichols had recommended a final rate of 4c per lb. and it was stated that the Deputy Postmaster-General wanted 8c on trade newspapers.

(7) The withdrawal of the postal privileges from fraternal publications.

(8) Rates for sample copies to be increased from 1c to 4c per pound.

(9) Refusal of mailing privileges for publications addressed to subscribers who are more than 12 months in arrears.

(10) A rate providing for the delivery of newspapers or periodicals at the place of publication, where there is a letter carrier delivery.

SHOULD RECOMMENDATIONS HAVE BEEN MADE?

The question was immediately raised by Colonel J. B. Mac Lean, MacLean Publishing Co., Toronto, as to whether Mr. Nichols had been given instructions or had authority to bring in any recommendations at this time, in view of the fact that the original motion passed at the meeting a year previous, called merely for an investigation into the cost of carrying second-class matter and the making of a report thereon. Colonel MacLean pointed out that no mention had been made of recommendations being appended to the report, and he believed the original intention of the resolution was that the report of the investigation should first be presented to **a joint** meeting of the two organizations and left for the meeting to determine what further action, if any, should be taken, in the light of the facts revealed by the investigation. He had opposed the appointment of an expert and had argued that the common sense method of procedure was, if the Post Office Department thought the railways were entitled to more money for carrying the mails, and if, to give them more money they thought newspapers should pay higher rates, the Postmaster General should bring into Parliament a Bill advancing rates and giving reasons for doing so. The association should then appoint expert accountants to ascertain whether the arguments for the Department were sound, and if they were, then newspapers should at once cheerfully acquiesce in the proposals for higher rates. Colonel MacLean introduced a motion that the recommendations be not received and instead submitted the following resolution, which was seconded by C. J. Bowell, Belleville *Intelligencer*:

> That the Canadian Press Association, having learned that the Post Office authorities desire to increase the postal revenue to permit the department to give greater subsidies to railways for carrying the mails, desires to express the willingness of the newspapers and periodicals of Canada to bear their fair share of the actual cost of transportation and handling in the mails of newspapers and periodicals.
>
> Inasmuch as the investigation conducted so far shows that the present rates are not only reasonable but profitable to the Post Office Department, excepting in the case of the big dailies issued from Montreal, Toronto and Winnipeg, that the Government be requested by Canadian Press Association not to allow any general increase in postal rates on newspapers and periodicals—which would naturally have to be borne by the readers paying higher subscription rates—until a careful investigation has been conducted into the affairs of the Post Office Department by expert cost accountants.
>
> That, as it is admitted, that the Post Office Department and railways lose money carrying the heavy daily and weekly editions of the big dailies issued in Montreal, Toronto and Winnipeg, owing to the low postage rates—circulations which they are able to secure by cutting prices in some cases below the actual cost of paper on which they are printed—therefore, this Association recommends that no publication which accepts subscriptions at less than the rates regularly charged in the city of publication shall be permitted to pass through the mails at newspaper rates.
>
> That no publication, which, to obtain subscriptions, cuts its published rates by giving premiums to subscribers, by prize contests and other similar schemes, or in any other direct or indirect way, be allowed the privileges of newspaper rates.

WESTERN PUBLISHERS WOULD PLACE FIRST ZONE AT 100 MILES.

The Secretary read a telegram from a number of publishers meeting in Regina, representing dailies in Regina, Moose Jaw, Saskatoon and Prince Albert, heartily endorsing the proposal to fix the minimum subscription price on dailies at $2.00, and urging that the first zone be placed at 100 miles instead of 350.

Wm. Findlay, Ottawa *Free Press*, publisher of a medium city daily, submitted a resolution to accept the recommendations with the amendments that the first zone be fixed at 150 miles from place of publication, and that a clause be inserted in Recommendation No. 4, prohibiting prize contests. At the request of his seconder, W. R. Givens, Kingston *Standard*, who spoke as a publisher of a small city daily, Mr. Findlay consented to make it 100 miles instead of 150. Mr. Findlay also proposed a minimum zone for periodicals, other than trade papers, of 600 miles at ¼c per lb., and beyond that radius 1c per lb.

PROTRACTED DISCUSSION.

A discussion then commenced on the recommendations, and as no definite conclusion had been reached by 6 o'clock it was voted to adjourn for dinner and convene again for a special evening session at 8.30. The meeting adjourned finally about 10 p.m.

It was found that there were certain of the recommendations which it seemed utterly impossible for the meeting to agree upon, and thus a long drawn out debate ensued between those who supported the recommendations and those who objected strenuously to certain parts of them.

STRONG OPPOSITION TO METROPOLITAN DAILIES.

It was clear from the first that the metropolitan dailies in Montreal, Toronto and Winnipeg, whose case was very strongly championed by J. F. MacKay, Toronto *Globe*, and J. E. Atkinson, Toronto *Star*, were putting up a fight for certain recommendations which were vigorously opposed by the medium and small city dailies, as well as the weeklies and the trade and class papers. It was, therefore, a clear-cut fight between the metropolitan dailies on the one side and all other classes of newspapers and periodicals on the other side.

The principle involved in these recommendations was vigorously upheld by the publishers of dailies outside Toronto, Montreal and Winnipeg, and the weekly press, who saw in it a solution of the problem they have been trying to solve, viz.: how to overcome or successfully combat the encroachments of the so-called "dollar daily" in their respective fields.

The opposition to the dollar daily voiced by the weekly press was founded not so much on the ground of competition, as because of the unfair standard of values set up by the cut rate metropolitan publications. L. A. Eedy, the publisher of St. Mary's *Journal*, one of the best weeklies in Ontario, confessed that he didn't care if 10,000 Toronto dailies came into his field so long as they kept the price up to the rates they charged in the city of publication. He couldn't get his paper out for less than a dollar and a half a year, but he couldn't get his subscribers to pay more than a dollar for his weekly when the big dailies were being offered at a dollar and a half or even a dollar, a rate made possible by the ¼c postal rate, and departmental store advertising.

Indeed, some were very strongly in favor of imposing still further restrictions, one suggestion being that the minimum be placed at $3.00 instead of two, and another that the minimum be made the same as the price at which the paper was sold in the place of publication.

WHERE DID RECOMMENDATIONS ORIGINATE?

The opinion was freely expressed by several speakers, and it was not denied, that the recommendations which the meeting were considering had really emanated from Dr. R. M. Coulter, Deputy Postmaster General, as they set forth so accurately the well-known attitude of that official toward the various classes of publications, particularly to trade and technical newspapers.

SHOULD CONFINE DAILIES TO NATURAL TERRITORIES.

The recommendation to adopt the zone system to daily papers, fixing the rate at ¼ cent per lb. within a radius of 350 miles from place of publication, ½ cent per lb. within a radius of 600 miles, and one cent per lb. beyond 600 miles, met with considerable favor, as did also the proposal to fix the minimum subscription price on dailies at $2.00 per year.

MEETING REFUSED TO DISCRIMINATE AGAINST TRADE PRESS.

Judging from the opinions expressed, the resolution of Mr. Findlay would probably have carried were it not that he declined to include in it the leaving out of recommendation No. 6, which provided for "Special rates for trade publications," which the Metropolitan dailies wanted increased from ¼c per lb. to 4c per lb. Mr. Findlay said he knew this to be one of the revisions upon which Dr. Coulter, for some reason which Mr. Findlay did not give, had set his mind, and he thought it was useless to omit it. Mr. Findlay was the only man, excepting Messrs. MacKay and Atkinson, who supported the proposal to penalize the trade press.

The meeting particularly refused to discriminate against trade publications, the opinion being expressed by several weekly publishers that not only were they legitimate newspapers in themselves in the strict sense of the word, but they were accomplishing a much needed work in educating those engaged in the various businesses in whose interests they were published and making them much better business men, and better advertisers for their local weeklies and dailies than they would otherwise be. J. J. Hunter, Kincardine *Reporter*, was one of those who took this view, and he said a blow struck at the trade press would directly affect all daily and weekly newspapers except the metropolitan dailies. The latter were backed by the big department stores.

BIG DAILY EDITIONS CLOGGING MAILS.

On the other hand, it was the consensus of opinion among the large majority of those who took part in the discussion that rather than penalize the trade press, the burden of increase should be placed upon the metropolitan dailies, which were clogging the mails with their bulky daily and weekly editions. Not only was this true, it was stated, but the majority of big dailies in Montreal, Toronto and Winnipeg were securing an unfair proportion of their prodigious circulations outside their natural fields, principally by means of ridiculously low prices which they were able to quote by reason of low postal rates and heavy subsidies from departmental stores. The representatives of the trade press, however, seemed to be agreed that the trade press was satisfied to pay its fair share of any necessary increase in postal rates, and took the view that all classes of publications should be put on the same basis. Mr. Nichols, in verbally supporting his recommendations, said that trade papers were not newspapers, as they did not deal with political questions, and they were becoming influential, and now was the time to suppress their development, and finally that they cost more to handle, as they were not delivered to the railway depots, as were the dailies. This last statement was instantly contradicted. As no good reason had been advanced by him or J. E. MacKay or J. E. Atkinson to show why the trade press should be penalized, the meeting was overwhelmingly opposed to any recommendation which proposed such an apparently unjust and uncalled for discrimination.

SPECIAL RATE FOR TRADE PRESS STRUCK OUT.

After considerable discussion it was voted almost unanimously to strike out the offending clauses relating to trade publications, and present the recommendations to the Postmaster General exactly as printed, with that amendment.

It was at first proposed to send a committee to Ottawa representing all sections of the Association, but the motion which finally carried unanimously, was made by W. J. Taylor, Woodstock *Sentinel-Review*, and named J. F. MacKay, Toronto *Globe*, president Canadian Press, Limited, and Hal B. Donly, Simcoe *Reformer*, president of Canadian Press Association, as the committee to present the recommendations to the Postmaster General as early as possible.

London Grocers Discuss Live Current Problems

Annual Banquet Speeches Bring Out Views of Dealers in Various Ontario Cities—Early Closing in Forest City is Strongly Approved.

(Staff Correspondence.)

Selling Goods on Small Margins Discouraged — Hope Expressed for Changes in Garnishee and Scale Inspection Regulations ·

London, Ont., Dec. 4.—A rolling stone, they tell us, gathers no moss. Neither does the Retail Grocers' Association of the Forest City. Anyone who has ever had the pleasure of attending the annual banquet of this association and of mingling with "the men behind" soon realizes that he is among grocers who appreciate their life's work; who are enthusiastic over its future and who are aiming with their best endeavors to elevate it to a still higher plane.

The London grocers banquet was an inter-city function, representatives of the retail trade being present from Hamilton, Paris, Brantford and Toronto. The wholesaler, manufacturer and travelling fraternity were also represented so that there was the entire chain of distribution gathered about the banquet board. This annual dinner, sixth in number, was held last Wednesday evening. Those who spoke touched on live problems. The one of local importance was early closing and from the remarks thrown out by various speakers it looks as if the majority were in favor.

The problem of getting a fair profit on all manufactured goods handled is apparently the most vital one from a provincial standpoint. Cases were cited of 50 cent articles being sold at 60 cents and $1.00 a dozen articles at 10 cents. This variety of merchandising was strongly discouraged.

THOS. SHAW,
Treasurer of the Association, and one of the speakers.

HARRY RANAHAN,
President London R.G.A., who presided over the banquet.

The existing Garnishee Law and Dominion Scale Inspection Act were strongly condemned, and if the Ontario R.G.A. get what they are after as they hope to do early next year, these laws will be amended within the bounds of reason.

In London, the grocers know how to dine their friends and entertain them. What, with relishes, oysters, fish "pommes Parisienne," salad a la Ontario Association, turkey, cold meats, vegetables, desert in sections, etc., etc., and all the other attributes to a "bang-up dinner" one scarcely knew where to begin or where to leave off. Then there were music, song, speech and story until the night was almost gone. The banquet was considered eminently successful by everyone; and how could it be otherwise with a Ranahan, a Shaw, a Ryan, a Gordon Drake, a Fountaine et al in charge of the ceremonies?

President Urges Early Closing.

When the sharp edges of the appetites of the gathering had been worn off, President Harry Ranahan opened the important proceedings by toasting His Majesty The King, whose health was heartily drunk.

In his opening remarks Mr. Ranahan recalled that six years ago when he was president of the London association he had proposed an Ontario R. G. A. That had since been realized. In its own quiet way it was doing a good work and more would soon be done. The Ontario Garnishee Law and Scale Inspection Act were to be amended if possible. A stronger organization was required to confer with the wholesaler and manufacturer. "Fairness should be shown to our wholesalers," he remarked "who many a time do us a good turn."

Early closing was touched upon. In London at present time a petition is in circulation to have stores closed every night of the week, Saturdays included, at 7 o'clock. President Ranahan favored this strongly maintaining that the public do not want to see stores kept open.

Great Future For Canada.

In a patriotic address Lt.-Col. A. M. Smith, proposed the toast to "Canada" —the greatest country on earth. He was convinced that by this time at least every Canadian knows and realizes our wonderful resources and that every Canadian is indulging in fascinating visions of a wondrous future for Canada. It may be true, as is said, that some of our fellow countrymen of the North-West, through their boundless and magnificent optimism, have soared so high as to have struck the ceiling. Be that as it may, the greatness is still there, the possibilities still exist, and our North-West friends will recover their optimism and push boldly forward again. That wondrous future of their dreams is on the way.

It was no great thing, maintained Col. Smith, for either Canadians or American to be able to boast that they are building up great nations, for how could they help it with such materials at their

GORDON B. DRAKE,
A Committee member who is an active Association worker.

D. W. CLARK,
Representative from Toronto who made an aggressive plea for a higher standard in retailing.

hands. The wonderful thing is, that the old Mother Country a mere speck on the map, compared with these countries, is able without the slightest effort to keep her position as the greatest nation in the Old World. She beats them all in trade and commerce, manufacturing, ship-building and general prosperity and her people are manifestly maintaining their superiority physically.

Interests Which Are Mutual.

In the absence of Fred T. Smye, of Balfour, Smye & Co., Hamilton, who was detained at home on account of illness, Jno. M. Dillon, of London, President of the Ontario Wholesale Grocers' Guild, spoke for the wholesale trade.

"Mr. Smye," remarked Mr. Dillon, "feels as you feel,—that your interests are our interests. We couldn't get along without you and we do not think you could get along without us.

"When we are approached by a new manufacturer the first thing we consider is 'what profit will the retailer get.' This is a matter about which in recent years we have been extremely solicitous. You will not find nowadays as many 10 cent articles on the market costing $1.00 a dozen as there were a few years ago.

"Nothing annoys me more than to see an order coming in to our house for a 50 cent article to sell at 5 cents. The manufacturer should put on a proper price and not have you pay his advertising expenses. Some retailers apparently do not study cost of doing business.

"What you require, as your president stated is organization. While the last meeting of the Ontario Wholesale Grocers' Guild was in progress a time was set apart to hear the retail trade only. There was a committee named to meet a committeee of wholesalers but I have never heard anything of your committee since."

How to Increase Peanut Sales.

Mr. Dillon told of an instance he had had last week of a man coming to see him who wanted to go into the grocery business in a certain town where grocers were selling Valencia raisins three for a quarter.

The trouble apparently was that some wanted to work too cheaply. It reminded him of the story about the man who told the street peanut vendor that if he gave him $5 he would show him how he could sell twice as many peanuts. The five was handed over and the advice given as follows: 'Sell twice as many for 10 cents.'

"Remember," said Mr. Dillon, "it costs you more to sell 3 lbs. of raisins than two and especially if you have to put them up."

The question of early closing was touched on and was considered to be one of the best moves the London grocers could make.

Coming again to the question of manufacturers' prices on goods which the retailer was obliged to sell at popular prices, Mr. Dillon maintained that if the trade stood pat and demanded that cost prices allow a fair profit on all proprietary articles, it would get what it wanted. Concluding Mr. Dillon asked Edward Masuret to read a piece of poetry entitled "If I knew you and you knew me," setting forth the advantages of co-operation between the wholesaler and retailer.

The Fault Finder.

The necessity of attending association meetings was emphasized by D. W. Clark, president of the Toronto Retail Grocer's Association and also of the Ontario. R. G. A.

"I congratulate you on the success of your banquet," said Mr. Clark. "You have certainly one of the best associations in Canada, including as it does so many live men.

"How many have been attending your meetings? How many have been finding fault with what you are doing? It is your duty and the duty of every association member to be present at the various meetings and take an active part in the work.

"We have now an Ontario organization," said the speaker. "We have secured many members but what we want is a bigger membership and to get this we must have an organizer. The membership fee will not deprive any man of one cigar a week. With one cent a day from each of you we could send out an organizer who would put this Ontario association on a basis where we could go to the wholesaler and manufacturer and get what we want. Why object to 1 cent a day? It will more than repay you if one of the amendments we are after goes through.

"We're in the grocery business and we ought to make it pay; we must be united. There is no use in a few of us going to Parliament. We will only be asked, 'where are the rest?' I think the grocery business is one of the best on earth if we can run it properly. But some of us give the goods away and that makes us one cent men. Let people understand we're strong men then they will appreciate any success we may attain.

Others Favor Shorter Hours.

Chas. McCausland who represented the Paris, Ont. grocers expressed his pleasure

E. J. RYAN,
Member of the Executive, and although now a traveller, is still strongly attached to the London R.G.A.

J. M. DILLON,
A London wholesaler who discouraged the selling of unprofitable goods.

at being present at such a successful function. He was in favor of early closing and he hoped the London grocers would secure it.

The Brantford R. G. A. was represented by it's president Jno. Kew, who also referred to the splendid banquet. He was sorry more could not have come with him. But they were attending a banquet over in Brantford, at which he was sure, they would not enjoy themselves more than he.

The association in Brantford was doing good work. It was one of the pioneers. He hoped that in future less trouble would be experienced in getting members out.

J. M. Semmens, of Hamilton, was called upon but he and President Hazel with the other Hamilton representatives had just left to catch a train for home, so that no message was delivered from the Ambitious City.

London Retailers Enthusiastic.

Thos. Shaw and Adam Palmer spoke for the home association. Mr. Shaw said that the London organization had the same old trouble of getting some of their members out to the meetings but was pleased to say that the majority were pretty punctual. The association always created a good feeling among dealers which tended to eliminate cutting, and he could not see how the London grocers could get along without it. He also was strong for early closing.

Adam Palmer thought that a greater interest could well be taken in the work. ''The retail organization,'' he said ''was the only salvation for making the business profitable. In London South East we have an association second to none. The members work harmoniously. If one is closed we all are closed and if one is open all are open. You can't find much price-cutting down there. All are a unit and it should be the same all over London and over Ontario. The retail dealer should get bigger ideas and get out of the rut. There is too much fear lest the other fellow get this and that.

''Let us stop price-cutting,'' appealed Mr. Palmer; ''let us have regulation hours and above all let every one of us identify ourselves with association work. If we can get the amendments we are after from the provincial and federal governments they will be worth a hundred dollars to any one of us. Last spring when I visited Toronto to attend the Ontario Retail Grocers' Association Convention I received in useful knowledge five times over what the trip cost me.''

Letters of Good-Will and Regret.

At this juncture Secretary Jas. Mackenzie read several letters and telegrams from various individuals and firms wishing success to the banquet and regretting inability to be present. These communications were from St. Lawrence Sugar Refining Co., Toronto; Stanley Williams, Sarnia; Mayor W. R. Butcher, St. Mary's; I. X. L. Spice & Cereal Co., London; Hugh Blain, Eby-Blain, Limited, Toronto; Robt Wallace, Kellogg Toasted Corn Flake Co., London; H. P. Allen, D. S. Perrin & Co, London; and J. Hawkins, Arva, Ont.

A Merchant's Thoughts From The Mayor.

Besides replying appropriately to the toast to the ''City of London,'' Mayor Graham, who is a retailer himself (men's furnishings) tendered some splendid suggestions and ideas from the standpoint of a retail merchant.

Let us look over a few excerpts from that address:

''If you organize for self aggrandizement no great success will attend your efforts. Study the other fellow as well as yourself and help him.''

''Some of us have lived up to that old adage of David Harum fame: 'Do unto the other fellow as he does unto you and do it first. The old Biblical golden rule is the better motto.''

''Study the advantages to yourself in giving the best possible service. You cannot do this and skimp your profits.''

''The best trade is the one that appreciates good service. If good service is given customers will appreciate you.''

''Let us do what we have to do, and do it well in as brief a time as possible —we shouldn't have to work 22 hours a day.''

''Every man should make a living and give his family some enjoyment. Let us get down to the status of the union laborer who works 8 or 9 hours a day.''

''A few years ago the average grocer kept open as long as there was a light in a neighbor's house. But things are gradually getting better.''

''For the sake of yourselves and the dignity of your city have things so that you will not be jealous of one another.''

''A merchant's nearest competitor should be his nearest friend.''

''If we as merchants have done nothing to make our city better we have failed.''

''Even though we live our three score years and ten, we live only a short time and we should not waste too much of that time.''

''Don't knock your town by knocking your mayor and aldermen; you are only then knocking yourself.''

''The only man who never makes a mistake is the one who never makes anything.''

Knights of the Grip Toasted.

When Wm. Turnbull, of Edward Adams & Co., wholesale grocers, London, Ont., joined the travelers' association of Western Ontario, he made the four hundred and forty-fourth. The other day he noticed there were 3233 members. In replying to the toast to the ''Travelers,'' Mr. Turnbull reviewed the rapid increase in the number of traveling salesmen on the road. ''There are over 25,000 now in Canada. Why this great change? Not so many years ago our grandfathers spent two, three and four weeks in bringing home from the nearest town their season's supply of flour, sugar, etc. Today you stay in your stores and the traveler calls. Why?—the enormous power of personal influence. The man who takes his grip out nowadays is the man who sells the goods.

''Not long ago we had occasion to increase the membership of our board of trade. We phoned 9 men and all refused. Then we called on them personally and secured 8. That shows the great power of personal contact.

''You complain of not being able to get out your members. Why not have some competent person read a paper each night on a business subject—Collecting Debts, How to Sell Certain Lines, etc. —and help to educate the various members to do business in better ways.

''The man who is a cutter is like the man who swears—he is weak in character and has to swear to make up the deficiency. By giving good service you get good business and do not have to cut prices.''

From Manufacturer's Viewpoint.

On behalf of the manufacturers Jas. McDougall, representing the St. Lawrence Sugar Refining Co. in London, spoke.

''Practice makes perfect,'' said Mr. McDougall. ''Each banquet of the London grocers is better than its predecessor and the present one is no exception.''

He expressed his pleasure at the good will existing among the retailer, wholesaler, and manufacturer and claimed that nothing could be more conducive to good. profitable business. Perfect harmony like this helps build up one's city.

''Many grocers,'' he concluded, ''always want to buy direct imagining they will save a little profit. The wholesaler's profit, let me tell you, is not sufficient to remunerate him for the vast amount of protection given the retailer.''

H. E. Fountaine, vice chairman called upon Cyril Hayes an ex-secretary of the Association to champion the cause of the ''ladies'' and it must be said that had the women folk been there they would have felt highly flattered. The ''ladies'' were handled by Mr. Hayes from every angle and great was the applause when he recalled that little poem ending ''Second thoughts are best, Here's to the

Ladies,'' alleged to have been written by E. J. Ryan.

The last toast was that of ''The Trade Press'' which was responded to by representatives present.

The Musical Entertainment.

The musical part of the programme was one of the many bright features of the evening. The vocalists included Jno. Taylor, Aubrey Baker, E. J. Ryan and Arthur Penny all members of the association. London grocers do not have to go out of their association for any talent. ''My Wild Irish Rose,'' by E. J. Ryan was one of the favorite songs, everybody going in on the refrain. Chances are it is still running through the heads of many of the banqueters. The arduous task of piano accompanist was performed splendidly by Thos. Ranahan.

The Lucky Guests.

The entire list of those fortunate ones who were present for the dinner is as follows:—

Harry Ranahan, Jas. McKenzie, Jas. McDougall, Lt.-Col. A. M. Smith, Wm. Turnbull, Mayor Graham, W. C. Smith, J. M. Dillon, Ed. Masuret; Ed. Hazell, Hamilton; Chas. McCausland, Paris; J. J. L. Ardiel, G. B. Drake, Jos. Vivian, F. G. Staples, G. Caranaugh, P. A. Sands, Dan. Carter, Art. Penny, W. F. Hungerford, Fred Fitzgerald, Walter Lee, C. D. McRae, R. G. Collins, W. Kidner, William O'Loughlin, A. McCabe, J. E. Stevenson, L. Summers, Jas, McLeod, Walter Richards, A. McMillan, S. S. Edworthy, H. Sampson, H. Geach, H. Fountaine, E. M. Insley, C. H. O'Brien, H. English, John Fairbairn, R. A. Ross, J. M. Wilkey, C. G. McCormick, A. M. Hammond, Tom P. Allan, H. P. Rosser, J. M. Semmens, Hamilton; Wm. Smye, Hamilton; D. W. Clark, Toronto; John L. Broon, Hamilton; Wm. J. Bryans, Toronto; H. Lewis, G. H. Haskett, Thos. Shaw, Cyril Hayes, Edwin Smith, P. H. Wilson, W. J. Piercey, J. G. Pretchett, E. R. Neiny, W. J. Cooper, A. H. Taylor, J. Jupp, E. W. Moore, C. Sanborn, K. L. Elliott, Thos. Fitzgibbon, H. S. Millfield, Alex. Thompson, J. A. Beechie, A. J. McLuffin, F. E. Tobias, Brantford; J. Holdring, H. Lance, F. W. Paul, H. R. Hooper, L. W. Hambly, Harry T. Bell, J. T. Taylor, O. L. Faulkner, Ed. Richards, Fred. Jones, William H. Hart, Jos. Weller, T. J. Ranahan, F. E. Boles, E. J. Ryan, W. H. Kerr, A. W. Baker, C. B. Carrothers, R. W. Janes, J. J. McInnis, W. J. Seeple, N. M. Ripley, E. F. Clegg, Ken. McCormick, W. R. McKay, E. S. English, Alfred Cave, George Hexter, John A. Glen, John Kew, Brantford; W. V. Charlton, John Diprose, J. A. McFarlane, A. W. Palmer, G. G. Steele, N. McLeod, Hy. Harley, G. H. Ellis, G. Eccleston, J. W. Eedy, and B. T. Huston, Toronto.

ASSOCIATION NEWS

BRANDON MERCHANTS ORGANIZE.

The Brandon, Man., merchants have formed a Retail Merchants' Association, and adopted a constitution and by-laws with the purpose in view of regulating trade conditions and the collection and prevention of undesirable accounts. A secretary outside of the trade will be appointed, who will get a salary, and who will spend all his time at the work. He will issue a statement every month on the slow-pays and slow accounts. The officers elected were:—

President—J. F. Price.

Vice-President—G. A. Mathie.

Secretary—J. B. Ober, pro tem.

Executive—Messrs. W. A. Sutherland, A. Pye, J. Giddings, Millieu, Bolton, White, Wilson, and Highgasn.

* * *

ORGANIZED IN FORT WILLIAM.

At a recent meeting of the Fort William, Ont., merchants, a local branch of the Retail Merchants' Association was formed, with the following officers:—H. Piper, president; S. Barahe, first vice-president; M. B. Gerry, second vice-president; W. R. Brown, secretary, and W. J. Wood, treasurer. There was a large attendance of merchants, most of whom signed membership rolls and also petitions asking the Government to reduce business assessments and to leave retail merchants out of the Employers Compensation Act.

* * *

STILL ORGANIZING OUT WEST.

The Vegreville, Alta., merchants have formed a branch of the Retail Merchants' Association. The officers are: President, Chas. Gordon; 1st Vice-President, W. T. Clements; 2nd Vice-President, A. Svarich; Secretary, R. St. Germain; Treasurer, W. G. Ross.

The firms now allied with the branch are: Gurney & St. Germain, Clements, Ltd., Vegreville Furniture Co., National Co-operative Co., Ltd., W. G. Ross, J. J. Stanton, Chas. Gordon, Vegreville Farmers' Supply Co., V. & V. Drug and Book Co., New General Trading Co., Hayward Lumber Co.

* * *

KEEPING DOWN LOSSES.

It is mostly wholesalers who belong to the Vancouver branch of the Canadian Credit Men's Trust Association, still the points that come up are of importance to those in the retail trade. At the recent banquet held by the credit men good suggestion was contained in the remark of Frank Parsons, the president, when he said: ''What is the use of selling goods if you don't get the money for them? The good credit man who keeps down a firm's losses is of as much value as the crackerjack salesman who keeps up the business done.''

* * *

CASH REFUND NOT SUPPORTED.

At the last meeting of the Merchants' Association in North Vancouver, B.C., the matter came up for discussion whether the merchants as a body should agree to a day's refund of all cash purchases to customers during December. The only firm that supported the proposition was Wood & Son, shoe dealers. The association appointed a committee, consisting of Wood & Son; J. H. Eblish, grocer; and J. J. McAleece, dry goods, to arrange for an advertising campaign for the purpose of inducing North Vancouver citizens to do their shopping in their own town.

With railway construction going on in the city and cheques to be cashed, the City Council will have the matter brought before them to have a clause in all city contracts providing for the cashing of wage cheques by local banks. This will give the money a chance to circulate amongst the merchants in North Vancouver.

* * *

LEAKS
IN THE GROCERY STORE

A retailer calls attention to a leak frequently allowed to go unchecked. At present time large quantities of currants and raisins are being sold. Every dealer knows how these stick to the scoop on account of the moisture and how at the end of the day a more or less sized quantity is found on the floor.

The dealer in question overcomes the trouble by instructing the sales staff to hold the scoops under the hot water taps three or four times a day to prevent them from getting sticky. They then work better, and little, if any, fruit is lost. One may think the loss is too small to consider, but when it occurs day after day for months it will soon mount up.

Current News of the Week

Quebec and Maritime Provinces.

Froment & Freres, grocers, Montreal, have registered.

Jos. N. Hines, general merchant, Fort George, N.S., sustained fire loss recently.

Garnet Benson has joined the staff of Lamont & Steadman, Kentville, N.S.

Perreault & Jette, grocers, Joliette, Que., have dissolved, Wm. Perreault continuing.

J. Bevan Giles, who, for the past eighteen years has been manager of the Radnor Water Co., has been appointed sales manager of the J. M. Douglas Co., Montreal, who control the Canadian business of a number of British and continental firms. Mr. Giles is well known in Montreal business circles, and is a past president of the Dominion Commercial Travellers' Association, having won the presidency in 1911 after a spirited contest with Charles Gurd, of Chas. Gurd & Co., another man of water fame. Besides being an entertainer of mark, J. B. is recognized as, and is the appointed exponent of the late Dr. Drummond's famous "habitant" writings.

Ontario.

C. A. Morrison has opened a grocery store in Dundas, Ont.

W. R. Field, grocer, Hamilton, Ont., has sold to Thos. Gretton.

James Rooney, grocer and fish dealer, Toronto, has sold to A. Vick.

W. C. Cork, grocer, Toronto, has sold his business to E. Narson Bros.

Kincardine, Ont., retail merchants have organized a branch of the R.M.A.

Scott & Leonard have bought the grocery business of J. C. Doyle, Toronto.

Jno. Clark, general merchant, Englehart, Ont., has sold to Grant & Hamm.

John Young, a Queen Street East, Toronto grocer, died suddenly last week.

A Newton, grocer and hardware, Aylmer, Ont., is succeeded by J. H. Lindsay.

W. J. Campbell, general merchant, Shelburne, Ont., has sold to Chas. O'Neill.

Mr. MacLaren Jr., of Laurentia Milk Co. has returned home to Toronto from Western Canada.

Thos. L. Lindop who spent 40 years in the grocery business of St. Thomas, Ont., died last week.

Thos. Kirkwood, of Kirkwood & Sons, Dupont St., Toronto, left last week for Winnipeg on a business trip.

Thos. McJannett, grocer, Milton, Ont., has enlarged his store and added a new silent salesman for confectionery.

Gregory & Hughes have purchased the grocery stock of G. S. Tradeau, Steelton, Ont., and will take possession soon.

L. W. Sovereign, Listowel, Ont., has taken over the grocery business of A. J. Vandrick. Fred Bender also of Listowel, has sold to W. H. Peppler.

Informations have been sworn out against two Western Ontario wholesale grocers who are charged with selling adulterated maple sugar as pure.

Lindner's, Limited, Toronto, have decided on a new departure in putting up jams. They are now packing in tumblers as well as in the glass jar and pail.

Mr. Laan, of Wessanen & Laan, Wormerveer, Holland, was in Toronto this week in the interests of the Royal Rice Mills, and calling upon Henry de Leeuw.

Two Toronto grocers' were fined $19 and costs on a charge of selling adulterated maple syrup as pure. The magistrate said that the real fault seemed to lie with the manufacturer.

Hood & Benallick, grocers, Guelph, Ont., will move about the first of the year from their present premises at corner of Macdonnell and Wyndham Sts. to the Grand Central Building.

The merchants of Midland, Ont., held a Dollar Day on Friday last. Windows were dressed with goods which sold at one dollar and lists of dollar goods were also given in the local newspapers.

O. S. Matchett, for many years connected with Chas. Rishor, wholesale grocer, Peterborough, Ont., has gone into partnership in the retail grocery business with Geo. A. Goheen, of Peterborough.

The Red Star Grocery, Aylmer, Ont., owned for a long time by J. G. Heiter, has changed hands, Arthur Gillett having purchased it. Mr. Heiter now holds the position of customs Collector at Aylmer having succeeded the late W. S. Caron.

Among those to lose by the recent storm on the great lakes are Watson & Lloyd, general merchants, Fort Frances, Ont., who had six hundred cases of goods on the ill-fated steamer Regina. Mr. Lloyd said that they had heard through Geo. Watts, crown timber agent, that his sister, who lives on the shore of Lake Huron, saw hundreds of cases of goods washed up on the shore at that place, nearly all the boxes being labelled Watson & Lloyd, Fort Frances.

Western Canada.

J. LeRoy is opening a general store in Balmoral, Man.

Thos. Ross, grocer, Calgary, Alta., has sold his business.

T. H. Harris, grocer, Carlstadt, Alta., has sold to J. H. Delong.

D. D. Hay, grocer, Athabasca, Alta., has moved into a new store.

The death is announced of W. A. Hepburn, general merchant, Rosthern, Sask.

J. H. Ellis, general merchant, Ellisboro, Sask., is succeeded by J. J. Edwards.

H. J. Robinson, late of Saskatoon, Sask., has been appointed organizer for British Columbia by the B. C. Retail Merchants' Association.

At a recent meeting of the Executive of The Retail Merchants' Association of Kelowna, B.C., C. H. Jackson was appointed secretary in place of C. A. Washburn, who resigned.

C. A. Yeamans has succeeded Henry T. Kerley, grocer, Edmonton, Alta.

Nelles & Law, general merchants, Vermillion, Alta., have been succeeded by Seed & Youngblutt.

A despatch from Regina, Sask., says that the Saskatchewan Purchasing Company, Ltd., the only attempt ever made in that province to establish co-operative stores as known in Great Britain, has made an assignment to the Dominion Trust Company, and will be closed out. This company started at Broadview, and has been operating 14 stores at Moosejaw, Vibank, Qu'Appelle, Grenfell, Percival, Herbert, Red Jacket, Wapalla, Wawota, Welwyn. Kipling, Dubuc and Whitewood. The stockholders are largely railway men and farmers.

N. Z. CHEESE SOLD AS CANADIAN.

A curious discovery, says the London, Eng., Grocer, was made a few days ago by a grocer at Southwick, Sunderland. When cutting through a cheese his wire encountered some hard substance, and he was obliged to finish the halving process with a knife. In the centre of the cheese he found a small tin box containing three pennies and a request that the finder would communicate with the New Zealand cheese manufacturer informing him as to whether the cheese was purchased as New Zealand or Canadian cheese. The tradesman has complied with the request, telling the New Zealand dairyman that the cheese was sold to him as Canadian produce.

Advance in Shelled Almonds; Figs Improving

Walnuts Are Also Firmer — Package Dates ½ Cent Higher —
California Prunes, 30-40’s, on Market—Steady Christmas Trade
in Dried Fruits—Getting Scarce in Montreal.

QUEBEC MARKETS.

Montreal, Dec. 4.—Local orders for Christmas trade are not yet finished, as retailers are not ordering some lines until demand has begun for them. As stated last week, lines which might be termed ‘‘luxuries’’ are still in good demand, and some dealers report that they are unable to meet this, owing to their stocks having been reduced so rapidly and far in advance of their expectations.

SUGAR.—A general advance has taken place this week of 5 cents, which affects the Island of Montreal only. The dealers here state that this could not be avoided owing to the increased rates they were obliged to pay for cartage. More granulated is being sold, while fancy is in great demand at present. This, no doubt, is on account of Christmas. Large dealers have not made any enquiries this week, and it is not thought they will do for some time.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 45
20 lb. bags	4 55
2 and 5-lb. cartons	4 75
Second grade, in 100 lb. bags	4 30
Extra Ground Sugars—	
Barrels	4 85
50 lb. boxes	5 15
20 lb. boxes	5 25
Powdered Sugars—	
Barrels	4 85
50 lb. boxes	5 05
25 lb. boxes	5 05
Paris Lumps—	
100 lb. boxes	5 20
50 lb. boxes	5 40
25 lb. boxes	5 50
Crystal Diamonds—	
Barrels	5 25
100 lb. boxes	5 40
50 lb. boxes	5 50
5 lb. cartons	6 35
Crystal Dominoes, cartons	7 15
Yellow Sugars—	
No. 3	4 50
No. 2	4 50
No. 1	4 10

cwt. above bag prices.

MOLASSES AND SYRUP.—Quite a demand is in evidence on local market, and it must be said that it is rather surprising to dealers for this season of the year.

Barbados Molasses—	Prices for Island of Montreal.		
	Extra Fancy.	Fancy.	Choice
Puncheons	.44	.41	.39
Barrels	.47	.44	.42
Half Barrels	.49	.46	.44

For outside territories prices range about 2 cents lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.		0 04
Pails, 38½ lbs., $1.85; 25 lbs.		1 35
Cases, 2 lb. tins, 2 doz. in case		2 50
Cases, 5 lb. tins, 1 doz. in case		2 85
Cases, 10 lb. tins, ½ doz. in case		2 75
Cases, 20 lb. tins, ¼ doz. in case		2 70
Maple Syrups—		
Pure, per 8½ lb. tin		0.75
Pure, in 15 gal. kegs, 8c. per lb., or per gal		1.00
Maple Sugar, pure, per lb.	0 10	0 11

DRIED FRUITS.—This market has been so busy during past few weeks and demands have been so great, far above expectations, that as result stocks in some lines are exceedingly low, and in various cases some houses are unable to make shipment of some orders owing to stocks having been completely exhausted.

High grade table raisins and Locouma figs are reported by some to be out of stock. Prunes, 30-40’s, are in the same fix, as are also Sultana raisins, high grade, one pound packages. It is also stated by one of the large wholesalers that their stock of silver plums has met with the same fate. The market is also short on small packages of cut peel, as the demand has been improving steadily, especially the half pound and pound packages.

EVAPORATED FRUITS.		Per lb.
Apples, 50-lb. boxes	....	0 09
Nectarines, choice	....	0 11
Peaches, choice	0 10½	0 13
Pears, choice	0 13	0 14
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 16
Lemon	....	0 10
Orange	....	0 11
Currants—		
Amalias, loose	....	0 07
Amalias, 1-lb. pkgs.	0 07½	0 06½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg..	....	0 07¼
Fards, choicest	....	0 11
Hallowee, loose	....	0 06
Hallowee, 1-lb. pkgs.	....	0 07¼
Figs—		
Finest, 6 crown, about 12 pounds	....	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 11½	0 13
50 to 60, in 25-lb. boxes, faced	0 10½	0 11½
60 to 70, in 25-lb. boxes, faced	0 09	0 10½
70 to 80, in 25-lb. boxes, faced	....	0 09½
80 to 90, in 25-lb. boxes, faced	....	0 09
95 to 100, in 25-lb. boxes, faced	0 08	0 08½
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 75	6 00
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	....	0 10
Lower grades Sultana, 1 lb. pkgs.	....	0 11
Valencia, new	0 06¼	0 07½
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

NUTS.—Owing to the recent advance in the primary market, coupled with a steady increasing demand, local prices have suffered and are again showing a slight increase over last week. Big stocks which local dealers held some few weeks ago have been rapidly reduced during past week, and it would appear that retailers are experiencing little difficulty in reducing their stocks, as some repeat orders have been received.

Shelled walnuts, per lb.	....	0 34
Shelled almonds, 28 lb. boxes, per lb.	0 40	0 41
Finest filberts	0 13	0 13½
Brazils	....	0 22½
Pecan	....	0 20
Almonds	....	0 18½
Walnuts	....	0 17
Peanuts	....	0 13
Peanuts (G)	....	0 09

ONTARIO MARKETS.

Toronto, Dec. 4.—Wholesalers seem pretty well satisfied with Christmas business so far. There was not the early rush of other years, for retailers were carrying out a cautious policy and making due allowance for this, has become a habit during past few months. Business in dried fruits and nuts has been very satisfactory, and supplies, apart from figs, have been in good shape right along to reach the public. Some cases are reported where wholesalers have reduced orders sent in for safety, but, generally speaking, there is a feeling that retail grocers are in good shape,, and spring business is awaited ,with confidence.

SUGAR.—There is no change to record this week, and the trade seems satisfied that prices will go on for a while as they are. Brokers report consumption as hand-to-mouth variety, especially as wholesalers are approaching stocktaking, and new crops are nearly ready. There is an easier tendency to raws, but no change in refined markets. At meeting of beet sugar manufacturers in Chicago it was stated that next year’s crop would be last to be marketed, as domestic beet sugar would be unable to compete with imported after May 1, 1916, when the whole tariff goes off. One delegate said that all employees and $100,000,000 invested would be forced to seek other fields of endeavor within one year.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 50
20 lb. bags	4 60
2 and 5 lb. cartons	4 80
second grade granulated, in 100 lb. bags	4 35
Extra Ground Sugars—	
Barrels	4 35
50 lb. boxes	5 10
25 lb. boxes	5 30
Powdered Sugars—	
Barrels	4 70
50 lb. boxes	4 90
25 lb. boxes	5 10
Paris Lumps—	
100 lb. boxes	5 25
50 lb. boxes	5 35
25 lb. boxes	5 55
Crystal Diamonds—	
Barrels	5 30
100 lb. boxes	5 25
50 lb. boxes	5 35
5 lb. cartons	7 40
Crystal Dominoes, cartons	7 50
Yellow Sugars—	
No. 3	4 45
No. 2	4 35
No. 1	4 05

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

DRIED FRUITS.—With later shipments of figs in improved condition this week and with stocks of California prunes in large 30-40’s size, wholesalers are in good shape for filling balance of Christmas orders. Some of California brands are bringing fancy prices, 16 cents and over, but with them on hand Oregons have dropped to normal, 12-12½ cents. Quality of prunes offered varies very much, and some old stock is seen. In California larger sizes are somewhat easier in premiums quoted weeks ago, and with no large demand for small sizes for export, middle sizes are actually most firm, as indicated in despatch last week. Latest word on Muscatels confirms earlier report of heavy shortage. Valencias are a little scarce and quite firm.

Peels, especially lemon, are reported rather scarce, as demand has been heavy.

Package dates have advanced this

week ½ to 1 cent, and most are selling at 8c and 8½c.

Apples, evaporated, new, per lb.	0 09	0 09½
Apples, evaporated, old, per lb.	....	0 08
Apricots—		
Standard, 25 lb. boxes	0 15½	0 16½
Choice, 25-lb. boxes	0 18	0 18½
Fancy	0 22	0 24
Candied Peels—		
Lemon	....	0 11
Oranga	....	0 12
Citron	....	0 16
Currants—		
Filiatras, per lb.	....	0 06½
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	0 09
Vostizzas, shada dried	0 10½	0 11
Cleaned, ¼ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 08	0 08½
Package dates, per bag	0 07½	0 08½
Hallowees	....	0 06½
Figs—		
3 crown layers	0 10	0 11
4 crown layers	0 10½	0 11½
5 crown layers	0 11½	0 12½
6 crown layers	0 12½	0 13½
7 crown layers	0 14	0 15
Fine pulled	....	0 14
Natural figs, in bags, lb.	0 05	0 07
Comadre figs, in taps, per lb.	....	0 04¾
Prunes—		
30-40s, regons, new crop, 25 lb. boxes	0 12	0 12½
30-40s, Californias, 25 lb. boxes	0 15	0 16
40-50s, 25 lb. boxes	....	0 12
50-60s, 25 lb. boxes	....	0 11
60-70s, 50 lb. boxes	....	0 10
70-80s, 50 lb. boxes	....	0 09½
80-90s, 50 lb. boxes	....	0 09
90-100s, 50 lb. boxes	....	0 08½
25 lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	....	0 08¼
Choice, 50-lb. boxes	....	0 09
Choice, 50-lb. boxes	....	0 08½
25 lb. boxes ¼c more.		
Raisins—		
Sultana, choice, new	0 08	0 10
Sultana, fancy, new	0 10	0 12
Valencia, new stock	0 06¾	0 08½
Seeded, fancy, 1 lb. packets	....	0 10
Seeded, choice, 1 lb. packets	....	0 09½
Seeded, choice, 12 oz.	....	0 08
Seedless, 16 oz. packets	0 09¾	0 10
Seedless, 12 oz. packets	0 07¾	0 08

NUTS.—Tarrogona almonds, in shell, and ready to eat, acted true to cable reports this week, and advanced from 1 to 3 or 4 cents, according to quality, and even higher prices are recorded. Shelled walnuts also went up 1 cent, and some lots of Grenobles in shell were advanced 1 cent. Filberts were slightly easier, as larger shipments arrived. Brazils are very firm, mainly at 22 cents. Cornes walnuts have come in, and sell at 14-15 cents. Pecans are firmer at ½ to 1 cent higher.

In shell—	Per lb.	
Almonds, Tarragona, new	0 16½	0 18
Brazils	0 21	0 22
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 12	0 13
Peanuts, green, per lb.	0 08¾	0 10½
Peanuts, roasted	0 10	0 13
Pecans	0 16	0 17
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Cornes, new	0 14	0 15
Walnuts, Grenoble, new	0 15	0 17
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	0 40	0 45
Filberts	....	0 27
Peanuts	0 11	0 12
Pecans	....	0 50
Walnuts	0 33	0 35

CANNED GOODS.

Toronto, Dec. 4—Expected advance in two or three lines of canned goods has not yet gone into effect. One broker said he thought it would certainly be before Christmas: another was sure now that this week had passed so far that nothing would be done until after New Year as effect would be very limited anyway.

MANITOBA MARKETS .

Prunes—Further advanced.

Dates—¾ to 1 cent up.

Winnipeg, Dec. 4.—Prospects seem good for the holiday trade, which many wholesalers think will be quite up to that of last year, and retailers are certainly making a strong bid for the business. Never were more attractive stocks on display. Continued mild weather is no doubt favorable to grocery trade, as it tends to keep down other expenses.

Industrially conditions are not as good as they have been; a large number of men have, as is usual, drifted into the city seeking winter employment, and number is on the increase, with demand for labor on decline.

SUGAR.—There is a good demand for sugar at steady prices, any changes in Eastern markets having been without effect locally.

	Per cwt. in bbls.
Sugar, Eastern—	
Extra standard granulated	4 95
Extra ground or icing	5 55
Powdered	5 35
Lumps, hard	5 85
Montreal yellow	4 55
Sugar, B.C.—	
Extra standard granulated	4 95
Yellow sugar, No. 1	4 55
Yellow sugar, No. 2	4 40
Yellow sugar, No. 3	4 30
Bar sugar	5 10
Icing sugar	5 30
Powdered sugar	5 10
H. P. lumps	5 80
Sugar packed in 100 lb. sacks 5c per 100 lbs. less.	

DRIED FRUITS.—New Hallowe'en dates are now on the market, and are quoted at an advance of ¾ to 1 cent per lb. Some sizes of prunes are also a little dearer. Holiday trade in both staples and fancy lines promises well.

Apricots—	Per lb.	
Extra choice	....	0 18½
Choice	....	0 18
Standard	....	0 17
Slab	....	0 15
Currants—		
Dry clean	....	0 07½
Washed	....	0 07¾
1 lb. package	....	0 08¾
2 lb. package	....	0 17¾
Figs, Cooking—		
Choice, boxes	....	0 06¼
Half boxes	....	0 06½
Half bags	....	0 05¾
Nectarines	....	0 11
Prunes, in 25-lb. boxes—		
90 to 100	....	0 08
80 to 90	....	0 08½
70 to 80	....	0 09
60 to 70	....	0 09¾
50 to 60	....	0 10½
40 to 50	....	0 12
Raisins, Valencias—		
Fancy, off stalk, 28s, per box	....	2 20
4 crown layers, 28s, box	....	2 40
4 crown layers, 14s, box	....	1 25
4 crown layers, 7s, box	....	0 65
Raisins, Sultanas—		
California	....	0 12
Smyrnas	0 10	0 12
Raisins, Muscatels—		
3 crown, loose, 50s	....	0 07¾
3 crown, loose, 25s	....	0 08¼
Choice seeded, package	....	0 09
Extra fancy seeded, package	....	0 10

BEANS.—Beans are steady at advance quoted in last issue. Mild weather is delaying opening of winter camps, and for the time of year demand is not up to average.

Beans—		
Austrian, hand picked	....	2 65
3 lb. picker	....	2 25
Peas—		
Split peas, sack, 98 lbs.	....	3 85
Whole peas, bushel	2 75	2 85
Barley—		
Pot, per sack 98 lbs.	....	3 45
Pearl, per sack 98 lbs.	....	4 75

NUTS.—Holiday demand for nuts is good. Prices are generally higher than year ago, but they are not affecting demand.

In shell—	Per lb.	
Almonds, Tarragona	....	0 16½
Brazils	....	0 22
Filberts, Sicily	....	0 12¾
Peannts, Jumbos, roasted	....	0 14
Peanuts, choice, roasted	....	0 11
Pecans	....	0 22
Walnuts, Grenoble	....	0 16
Walnuts, Marbot	....	0 13½
Shelled—		
Almonds	....	0 41
Walnuts	....	0 33
Chestnuts, per lb.	0 20	0 25

SASKATCHEWAN MARKETS.

By Wire.

Regina, Dec. 4.—Poultry markets are easier. General markets are steady, with no important fluctuations in prices.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 21	0 22
Butter, creamery, per lb.	0 30	0 33
Cheese, per lb.	0 16	0 16¼
Eggs, per doz.	....	0 34
Lard, 3's, per case	....	8 55
Lard, 5's, per case	....	8 45
Lard, 10's, per case	....	8 35
Lard, 20's, each	....	2 70
Flour and Cereals—		
Cornmeal, 24s, 67½c; 29s, $1.20-$1.25; 10-10s, $2.55-$2.75; 49s, $1.35; 98s	....	2 44
Flour, 24s, $2.85-$3; 49s, $2.80-$2.95; 98s	2 75	2 90
Rolled oats, 10-8s, $2.35-$2.36; 20s, 55-56c; 40s, 99c-$1.00; 80s	2 05	2 10
Dried Fruits—		
Apricots, choice	....	0 19
Coffee, whole, roasted, Rio	....	0 19
Currants, gulf cleaned	....	0 08¼
Figs, natural 6's	0 05	0 08
Evaporated apples, per lb.	....	0 09½
Dried peaches, 25s	....	0 09
Dried peaches, choice, 25s	....	0 09½
Prunes, 70-80, 25s	....	0 08¾
Raisins, muscatels, 50s	....	0 08¼
Raisins, muscatels, 25s	....	0 08½
Raisins, Valencias, select, 28s	2 35	2 65
Raisins, seeded, choica	0 07½	0 09¼
Green Fruits and Vegetables—		
Apples, Wash., box	2 00	2 50
Apples, B.C., box	2 25	2 50
Cranberries, bbl.	....	11 00
Grape fruit, Florida	6 50	7 50
Lemons, Messina	....	9 00
Lemons, California	....	11 00
Oranges, navel	4 50	5 50
Onions, Val.	3 85	4 00
Nuts—		
Almonds, whole	0 17¼	0 18¼
Brazil	0 18	0 21
Filberts	....	0 14½
Walnuts	....	0 15½
General—		
Potatoes, per bushel	....	0 65
Beans, Ontario, per bushel	2 00	2 50
Beans, Hungarian, per bushel	2 45	2 65
Rice, per cwt.	4 35	4 40
Sugar, standard, gran., per cwt.	....	5 27
Sugar, yellow, per cwt.	....	4 87
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.	....	3 82
Corn, standard, per 2 dozen	....	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	....	2 91
Strawberries and raspberries	....	4 20
Tomatoes, standard, per dozen	....	2 65
Salmon, Sockeye, 4 doz. case, 1s	7 35	7 60
Sockeye, ½s	....	9 80
Red springs, 1s	....	6 70
Cohoes, 1's, $5.50; hump back 1's	....	3 60

NOVA SCOTIA MARKETS.

By Wire.

Halifax, Dec. 4.—Continued mild weather has greatly benefited grocery business. All our ports are still open and vessel trading is active. Enormous quantities of produce have been landed here during past few days. Island potatoes are selling at 50 cents a bushel; New Brunswick and Nova Scotia 10 cents higher. Eggs are scarce and high. Some sales at retail made at 60 cents dozen for fresh laid. Butter is firm. Dried fruits are in excellent demand, and also fancy sugars. Orders from West for confectionery are showing a little falling off from same season last year.

Apples—		
Gravensteins, No. 1, bbl.	....	5 00
Gravensteins, No. 2, bbl.	3 00	3 50
Beans, h.p., per bush.	....	2 50
Beans, yelloweye, bush.	3 50	3 75
Eggs, new laid, per dozen	....	0 32
Molasses, fancy Barbadoes, gal.	....	0 36
Onions, Can., per bag	....	1 85
Potatoes, P.E.I., bush., 50c; N.B. & N.S	....	0 60
Pork, American, clear, bbl.	....	27 00
Raisins, new Valencia, per lb.	....	0 07½
Sugar—		
Standard gran., cwt.	....	4 60
Bright yellow, cwt.	....	4 40

FLOUR and CEREALS

Brisk Xmas Business in "Small" Flour Orders

Big Orders and Export Trade Very Dull—Supply of Ontario Flour Small and Prices Firmer—Buckwheat Flour and Split Peas Advance—Mill Feeds up 50 Cents in Toronto.

Movement of wheat from West continues in unprecedented volume. On Monday last every record in history was broken at Winnipeg when 1,873 cars of grain were inspected. Up to present farmers of Western Canada have marketed 143,600,000 bushels, for which they received in round numbers $90,000,000. And there is no sign of abatement in movement of grain. Montreal reports show exports to close of navigation of 80,616,921 bushels, or 12,331,688 more than last year. Of this wheat amounted to 33,176,474 bushels. Argentine comes in periodically to bull the market, latest factor being reports of black rust, and India continues with unfavorable symptoms. Present estimate of wheat crop is 190,000,000 bushels. Wheat ranges about same as last week, 12 cents lower than year ago. Firm condition, however, keeps flour market strong, as substantial advance in wheat is considered certain.

MONTREAL.

FLOUR.—Volume of "small" business passing at this time of year exceeds corresponding period of previous years by a great margin. Carload shipments, though, are conspicuous by their absence. Big milling companies claim that if it had not been for their export trade this year they would have had to close down their mills, as they depend on this business to take care of surplus after home consumption has been satisfied. Market is not at all dependable, as millers are working at present time on orders received from day to day, and it seems as if people are only ordering to fill actual wants, although the "small" business is quite heavy owing to approach of Christmas. It is claimed by some millers that buyers are still holding off expecting prices to drop off a little. Receipts for week were 48,795 sacks, as against 22,837 for same week last year. Exports for the week were 149,607, as against 75,295 one year ago.

Manitoba Wheat Flour—		Small lots, in bags. per bbl.
First patents	....	5 40
Second patents	....	4 90
Strong bakers'	....	4 70
Flour in cotton sacks, 10 cents per barrel more.		
Winter Wheat Flour—		

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	4 60	5 00
90 per cent.	4 30	4 50
Straight roller	4 10	4 30
Blended flour	4 60	4 80

CEREALS.—Demand seems to be improving, although it has not affected prices, they being same as last week. Package goods were very active on account of colder weather and increased consumption. Trade in bulk goods is not so good, and it is thought buyers are pretty well stocked up for present. Exports in rolled oats for week were 1,950 sacks and 1,235 cases, as against 7,100 sacks and 2,400 cases for same week one year ago.

Cornmeal—		Per 98-lb. sack
Kiln dried	....	2 40
Softer grades	....	2 05
Rolled Oats—		90s, in jute.
Small lots	....	2 22½
25 bags or more	....	2 12½
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—Fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.		
Rolled wheat—		100-lb. bbls.
Small lots	....	2 85
Hominy, per 98-lb. sack	2 40	2 75

MILL FEEDS. — Although an increased demand noted in this market this week, due to colder weather, conditions are about same, with a little more active trade doing, and quotations unaltered. There still continues to be a fair demand from American buyers, but few sales were made, as prices failed to come up to mark set by local holders. This market needs some real cold weather.

Mill Feeds—		Car lots, per ton
Bran	....	21 00
Shorts	....	23 00
Middlings	....	26 00
Wheat moulee	....	27 00
Feed flour	....	34 00

TORONTO.

FLOUR. — Quotable prices remain without change, and conditions are repetition of several weeks past. Foreign trade is dull, European brokers not only offering below market, but being slow in answering queries at all. Christmas baking has created more active demand for pastry flour, and with farmers holding their fall wheat, millers' supplies are none too good. As result prices are firmer, and tendency to cut quotations is less marked.

Manitoba Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
First patent	5 30	5 00
Second patent	4 70	4 50
Strong bakers'	4 50	4 30
Flour in cotton sacks, 10c per bbl. more.		

Winter Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
Fancy patents	4 70—4 90	4 40
90 per cent.	4 50	4 00
Straight roller	4 40	3 90
Blended flour	4 80	4 35

CEREALS.—An advance of 10 cents in yellow cornmeal has been announced in New York, which some brokers say will cause similar advance in Canada. One firm raised prices in middle of week, but others did not follow suit. Buckwheat flour advanced 25 cents per bag as result of greater demand from United States. A broker states that "Americans came in and took all they could buy in 5 and 10 lb. lots for 'scratch' or chicken feed, as labels on feed stipulated buckwheat as ingredient, and pure food law would not allow for any shrinkage in quantity. This may seem an insignificant reason," he added, "but when you consider that the poultry business bulks larger in the States than their wheat crop, you can see that chicken feed cannot be despised."

Split peas also advanced on account of scarcity, it being practically impossible to get supplies from farmers. Graham flour also went up. Rolled oats are becoming duller now, and will ease off to end of year. Prices show no change.

Barley, pearl, 98 lbs.	....	4 50
Barley, Dutch pearl, 98 lbs.	....	4 50
Barley, pot, 98 lbs.	....	3 00
Buckwheat flour, 98 lbs.	....	4 25
Buckwheat grits, 98 lbs.	....	4 50
Corn flour, 98 lbs.	....	3 00
Cornmeal, yellow, 98 lbs.	....	2 35
Graham flour, 98 lbs.	....	2 60
Hominy, granulated, 98 lbs.	....	2 90
Hominy, pearl, 98 lbs.	....	2 90
Oatmeal, standard, 98 lbs.	....	2 47
Oatmeal, granulated, 98 lbs.	....	2 47
Peas, Canadian, boiling, bush	....	2 25
Peas, Chili, boiling, per lb	....	0 06
Peas, split, 98 lbs.	....	3 65
Rolled oats, 90 lb. bags	....	2 25
Rolled wheat, 100 lb. bags	....	2 85
Rye flour, 98 lbs.	....	3 00
Wheatlets, 98 lbs.	....	2 95
Whole wheat flour, 98 lbs.	....	2 55

MILL FEEDS.—Some millers have made advance of 50 cents per ton in bran and shorts owing to increased demand. When drop of one dollar two or three weeks ago was noted it was stated that this was not expected to last long.

Mill Feeds—	Car lots, per ton.	
Bran	21 00	21 50
Shorts	23 00	23 50
Middlings	25 00	26 00
Wheat moulee	....	27 00
Feed flour, per bag	....	1 60

BACK COPY WANTED.

A copy of Canadian Grocer, June 7, 1912, is desired by the Librarian of the United States Congress to complete his files. If some subscriber who has a copy of this issue will kindly forward the same to this office it will be greatly appreciated.—Editor, Canadian Grocer, 143 University Avenue, Toronto.

FRUIT & VEGETABLES

Drop in California Navels and in Lemons

Former with Better Supply Declined 25 Cents, and Messina Lemons 50 Cents—Florida Oranges Weaken with Navels Coming in—Almeria Grapes Down 50c to $1.00—Sweet Potatoes Up 25 to 50 Cents Per Hamper.

MONTREAL.

GREEN FRUITS.—Some new arrivals are shown on list this week. California grapes, in kegs, selling at $4.25 per keg. Navel oranges have arrived and $3.50 is being asked. New lemons are quoted a little lower than previous prices. Extra fancy (300 size) are sold at $4.75, while fancy are bringing $4.25. Cranberries have jumped back to $9.00 per barrel. Quality of apples received this year has been disappointing and high prices still rule for choice stock.

Apples—		
Baldwins, Greenings and Russets, No. 1's	....	5 50
Baldwins, Greenings and Russets, No. 2's	....	4 25
Mackintosh Reds	7 00	8 00
In boxes	....	3 00
Mackintosh, No. 2	....	6 00
King	....	5 00
No. 2s, all grades, 75-$1 less than No. 1s.		
Fameuse, bbl.	7 00	8 00
Spies, No. 1	....	6 50
Spies, No. 2	....	4 50
Bananas, crate	2 00	2 50
Cranberries, Cape Cod, bbl.	....	9 00
Almeria grapes—		
Extra fancy beavyweights	....	7 00
Fancy, beavyweights	....	6 00
Medium quality, for immediate use...	....	5 50
Grapes, Emperor, 4 bkt. crate	....	3 00
Grapefruit, Jamaica, case	....	4 50
Lemons—		
Extra fancy, 300 size	....	4 75
Fancy, 300 size	....	4 25
Oranges—		
Floridas, 150-176-200	....	3 50
Mexicans, 126-150-176-200-216-250	....	2 50
California navels, 126-150-176-200-216-250..	....	3 50

VEGETABLES.—It must be said that business passing here is very quiet but prices remain firm. Orders are being received to fill actual wants but that is all. Sweet potatoes are quoted this week at $1.50 per basket. California celery has been received and is selling at $6.50 for case of 5 to 7 dozen. Potatoes are firm at last week's figure.

Cabbage, per doz.	0 35	0 50
California celery, crate	....	6 50
Cucumbers, Boston, doz.	....	2 00
Egg plant, crate, 2 doz.	....	5 00
Garlic, per lb.	....	0 10
Onions—		
Spanisb, per case	....	3 00
Spanisb, half case	....	1 75
Red Danvers, 75-lb. bag	....	3 50
Peppers, green, 11-qt. bkt.	....	1 00
Peppers, red, 11-qt. bkt.	....	1 50
Potatoes—		
Green Mountains and Quebecs, bag.	....	1 00
Potatoes, sweet, per bbl.	....	4 25
Potatoes, sweet, Jersey, bpr.	1 25	1 50
Turnips, Quebec, bag	....	1 25
Tomatoes, hotbouse, per lb.	0 25	0 30

TORONTO.

GREEN FRUITS.—This week saw heavy shipments of California navels compared with last and most dealers prepared to accept them without hesitation, feeling that slight weakness in color of earlier ones would not long continue. Quality is excellent and large supply with lots of Florida's on hand made prices decline 25 to 50 cents compared with last week. Chances are that prices will continue to Christmas quite as easy as at present. Some wholesalers declare quality and size were never better at this season. Jamaica and Mexicans are also easier, as navels are always hard competitors.

Messina lemons, with supply plentiful, dropped about 50 cents per case, and at $4.00 are considered a fair price with chances of going a little lower. However, real hope in lemons this season is that they will not follow example of last January-March increase to nearly $6.00.

Almeria grapes are down 50 cents to $1, highest being $7.00 instead of $8.00. Emperor's continue at $2.75. Longkeepers cranberries declined about 50 cents.

Apples may be a shade easier for No. 2's as market is very dull locally. Export demand continues good and at higher rates f.o.b. than local market. For ordinary fruit there is little sale, but for choice quality of spies a couple of barrels sold wholesale this week at $7.00 each. Boxes are becoming more popular, ranging from $2.00 to $2.50 each.

Spies, band picked, barrel	4 00	5 00
Otber varieties, winter apples, No. 1s....	3 00	4 00
Otber varieties, winter apples, No. 2's..	2 50	3 00
Citrons, each	0 08	0 10
IMPORTED.		
Apples, Jonatbans, case, fancy, $2.50; extra	....	2 75
Bananas, per bunch	1 65	1 90
Cranberries, early blacks, box, $3.25; bbl	....	9 00
Cranberries, long keepers. box $3.75, bbl.	9 75	10 50
Grapefruit, Jamaica, case	3 75	4 25
Grapefruit. Florida, case	4 50	5 25
Grapes, Almerias	6 00	7 00
Grapes, Emperors, cboice, case	....	2 75
Grapes, bot house, lb.	....	75
Oranges—		
California navels, 126's-216's	3 75	4 00
California navels, 216's-250's	3 50	3 75
California navels, 288's	....	3 25
Floridas, 126's-200's	....	3 50
Floridas, 200's-216's-250's	3 00	3 25
Jamaicas, 200's-216's	....	2 75
Limes, box of 100	0 75	1 00
Lemons, Messina, 300's, new	....	4 00
Pineapples, Porto Ricos	5 00	5 50
Pomegranates, California, case	4 00	4 25
Pomegranates, Spanish, case	4 25	4 50

VEGETABLES.—New Brunswick potatoes are a little firmer this week, and by car lots Delawares bring 95 cents readily or $1.10 in small lots. A few days ago market weakened from presence of some frozen lots and dropped to 87½—90, but these are now out of the way. Sweet potatoes are up 25 cents to $1.25. Drop last week was due chiefly to poor quality.

Beets, Canadian, per bag	....	0 65
Cabbage, case	1 00	1 25
Carrots, Canadian, bag	0 75	0 85
Cauliflower, dozen, large	1 50	1 75
Squasb, bbl.	....	1 50
Parsnips	....	1 00
Potatoes, New Brunswick, bag	1 05	1 10
Sweet potatoes, bamper	....	1 25
Musbrooms, per lb.	....	0 75
Onions—		
Spanish, crate	3 00	3 25
Large cooking, bag	....	2 00
Celery, domestic, doz.	0 30	0 50
Turnips, bag	0 50	0 60

* * *

GROCERY TRADE VETERAN WATCHES CREDITS.

(Continued from page 25.)

positively where he can get 20 lbs. for $1 he believes in giving it to that enterprising discoverer at the lower figure.

The only time when goods should be cut below cost price, or without fair profit, Mr. Bond believes, is when a grocer is overstocked and would lose even more heavily by holding over.

"My experience in over 25 years convinces me that the public is quite willing that a grocer should claim a decent profit, and this game of selling below cost to attract trade does one more harm than good in the estimation of the people themselves. For the same reason I am never attracted to a wholesaler simply by any price-cutting he may adopt; I am willing to pay him a fair price, and expect him to guarantee the quality of everything I buy."

* * *

GROCERS SHOULD RETAIN RIGHT TO SELL TOBACCO.

(Continued from page 24.)

several large grocers, ought the license to be exacted or not?

As far as my business is concerned I am not opposed to a license, because I will pay it, and it will be largely counteracted by the increase in sales due to the dropping out of a number of retailers who cannot afford it; but it is all the same an obstacle which I cannot approve of, because it favors the few at the expense of the masses.

I congratulate you, added Mr. Turcotte, on the effectiveness of your paper. It is a valuable source of advice.

* * *

The action of the Peterborough Cold Storage Co. to recover $1,979.77 and interest from John Hawley, commission merchant, Toronto, for refusing to accept 600 cases of eggs, the balance of a contract last spring was decided in favor of the plaintiff, Mr. Justice Middleton giving an award for $1,000 without costs.

PRODUCE & PROVISIONS

Eggs Up; New Zealand's Coming; Poultry Down

Fresh Laid in Toronto 5 Cents More, and Storage Higher—Record Shipment of Butter and Eggs for Vancouver — Chickens and Turkeys Easier—Small Stocks of Cheese in Montreal.

MONTREAL.

PROVISIONS.—There has been very little, if any, change on London market for Canadian smoked meats from one week ago, according to cable advice. Bacon is quoted at 67s. to 71s., while long cut hams are selling at 76s. to 82s. Locally, trade is considered fair but quiet, demands being only for actual wants. Quite a consistent demand has been in evidence for lard, particularly small packages. Prices remain same as last week with exception of hogs which are down about twenty-five cents for live. while dressed are quoted at $14.00 per cwt.

Hams—		Per lb.
Light, per lb.	....	0 19
Medium, per lb.	....	0 18½
Large, per lb.	0 18	0 18
Backs—		
Plain, bone in	....	0 23½
Boneless	....	0 26
Peameal	....	0 26
Bacon—		
Breakfast	0 20	0 21
Roll	....	0 17
Shoulders, bone in	....	0 16
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	0 28	0 28½
Hams, roast, per lb.	29	0 30
Shoulders, boiled	....	0 26
Shoulders, roasted	....	0 27
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 90-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—		Per bbl.
Heavy short cut mess	....	30 00
Heavy short cut clear	....	30 00
Clear fat pork	....	28 00
Clear pork	....	26 50
Lard, Pure—		Per lb.
Tierces, 375 lbs. net	....	0 14½
Tubs, 50 lbs. net	....	0 14¾
Boxes, 50 lbs. net	....	0 14¾
Pails, wood, 20 lbs. net	....	0 15
Pails, tin, 20 lbs. gross	....	0 15
Cases, 10-lb. tins, 60 in case	....	0 15½
Cases, 3 and 5-lb. tins, 60 in case	....	0 15½
Bricks, 1 lb., each	....	0 16
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10¾
Tubs, 50 lbs. net	....	0 11
Boxes, 50 lbs. net	....	0 11
Pails, wood, 20 lbs. net	....	0 11¼
Pails, tin, 20 lbs. gross	....	0 11¼
Cases, 10-lb. tins, 60 in case	....	0 12
Cases, 3 and 5-lb. tins, 60 in case	....	0 12
Bricks, 1 lb. each	....	0 12½
Hogs—		Per cwt.
Live, f.o.b.	....	8 90
Live, fed and watered	9 20	9 35
Dressed	....	14 00

BUTTER.—New York report states that values of butter are pulling wider and wider apart. Fancy high scoring stock has been in moderate supply and worked out at 34 to 35. Stock scoring 80 to 90 is abundant and sells at all kinds of prices from 28 up. Everything below this is almost unsalable and is urged at 25 to 27. These conditions seem to be result of increasing sale of oleo and increasing imports of foreign butter which shows good values at 23 to 28. There is no great volume of this imported butter but small imports are sufficient to unsettle situation. Butter in New York is cheaper at present than it was one year ago. Local conditions have not shown much change since last week. It was reported that two cars of finest creamery were shipped to middle west. This is said to have been September goods. It is also rumored that a lot of June goods held for account of a firm in the North-West is offered for sale here. Prices are same as last week.

Butter—		Per lb.
Creamery prints, fresh	....	0 31½
Creamery solids	....	0 30
Dairy, prints or solids	....	0 25
Separator, prints or solids	0 24½	0 25½

EGGS.—That stocks are low is a certainty. One New York firm have written to a produce concern of Montreal as follows: "Eggs persist in remaining firm in spite of boycotts, investigations, political clap-trap and newspaper 'mush'—the trouble is that the hens are lazy or sick and that consumers rather like a good fresh laid egg for breakfast. There can be no change until the new production starts in."

Locally, conditions are just the opposite from last year. When local women charged the dealers of Montreal with holding eggs in cold storage in order to boost prices, they were invited by dealers to look through storage warehouses and count the eggs. At present it is said number of cases in cold storage is about 32,000 and when it is taken into consideration that consumption is about 7,000 cases each week it can be readily seen that supplies cannot last much longer. In Ontario, from which this market is principally supplied, conditions are much the same and as they will need all their eggs for home consumption our present supply will not last much longer than a month. Prices are same as last week and although demand has fallen off to some extent owing to recent resolutions made by some of local women it is not hurting trade as stocks are very low.

Eggs, case lots—	Per	dozen.
New laids	0 55	0 60
Selects	....	0 38
No. 1's	....	0 34
No. 2's	....	0 28
Splits	....	0 25

CHEESE.—This year, stocks held at close of navigation are smallest on record. Locally, there is only small volume of business passing and prices remain same as previous week. Total exports of cheese from this port during present season of navigation will reach about 132,825,000 pounds and represent value of about $16,750,000. Sales have been reported for week of 500 boxes late October, two-thirds colored and balance white. Reported sales of finest Western white and colored have also been received.

Cheese, White or Colored—	New.	Old.
Large	0 14	0 16
Strong	....	0 16—0 17
Twins	0 14½	0 15
20 lb. new	0 15—0 15½	....
Stilton	.. .	0 17

HONEY.—Demand here is much the same as in previous weeks. Volume of business passing can only be termed of a hand-to-mouth nature with prices remaining unchanged.

Honey—	White Clover per lb.	Buckwheat per lb.
Barrels	0 12	0 09
Tins, 60 lbs.	0 12¼	0 09½
Tins, 30 lbs.	0 12½	0 09¾
Comb, 13-14 oz. section	0 20	0 15—0 16
Tins, 5 and 10 lbs.	0 13	0 10

POULTRY.—This year's American Thanksgiving market was worst known for years from point of general quality and condition offering. Although receipts were fairly heavy there was hardly any choice stock to be obtained after Monday of last week. Nearly all dry packed turkeys, chicken and fowl were found to be sold for what they would bring. Health inspectors are reported to have seized tons of poultry and naturally turkeys in prime condition were extremely scarce and brought a premium over quotations. Reason for bad order of poultry when received is attributed to fact that shippers do not thoroughly cool out before shipping. Local conditions are same as last week with only a fair amount of business passing. Prices rule the same.

Fresh stock—	Live.	Dressed.
Broilers, per lb.	0 22—0 24	....
Broilers, per pair	......	1 25
Ducks, milk fed	0 16—0 18	0 22—0 24
Ducks	0 13—0 15	0 14—0 17
Fowl	0 11—0 12	0 17—0 18
Geese	0 12—0 13	0 14—0 16
Turkeys, spring	0 18	0 20—0 24

TORONTO.

PROVISIONS.—Hogs continue to fluctuate from day to day but market to Wednesday showed about same level as last week, still far above last year. Pure lard is firm at recent advances aggregating ½ cent. Ham and bacon continue unchanged with fair demand.

Hams—		
Light, per lb.	....	0 20
Medium, per lb.	....	0 19
Large, per lb.	0 18	0 18½
Backs—		
Plain, per lb.	....	0 23
Boneless, per lb.	....	0 25
Pea meal, per lb.	0 24	0 25
Bacon—		
Breakfast, per lb.	0 19½	0 20
Roll, per lb.	0 15½	0 16
Shoulders, per lb.	0 14½	0 15
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 15½	0 16
Long clear bacon, heavy	0 15	0 15½

Cooked Meats—		
Hams, boiled, per lb.	0 28½	0 29
Hams, roast, per lb.	0 29	0 30
Shoulders, boiled, per lb.	....	0 22
Shoulders, roast, per lb.	....	0 23
Barrelled Pork—		
Heavy mess pork, per bbl	24 00	25 00
Short cut, per bbl.	28 50	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 14¼
Tubs, 60 lbs., per lb.	....	0 14½
Pails, 20 lbs., per lb.	....	0 14¾
Tins, 3 and 5 lbs., per lb.	....	0 15½
Bricks, 1 lb., per lb.	....	0 15¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10½
Tubs, 60 lbs., per lb.	0 10½	0 10¾
Pails, 20 lbs., per lb.	0 10¾	0 11
Hogs—		
F.O.B., live, per cwt.	....	8 15
Live, fed and watered, per cwt.	....	8 50
Dressed, per cwt.	11 50	11 75

BUTTER.—Market has not even made it necessary to chronicle advance in fresh creamery this week. While supplies of fresh are falling away, stocks are still quite capable of meeting demands. Satisfactory news comes from Montreal that middle west is calling for Eastern shipments in addition to those required to fill orders made months ago.

Butter—		
Creamery prints, fresh made	0 30	0 32
Creamery prints, storage	0 28	0 29
Creamery solids, storage	0 26	0 27
Dairy prints, choice	0 23	0 25
Dairy solids	0 20	0 22
Separator prints	0 24	0 27

EGGS.—Some interest is being shown in wholesale circles over threats in various centres to boycott eggs in effort to pull prices down. Storage men, however, in vindication of their own position point to record of 75 cents per dozen paid farmers, the producers, on local market last Saturday, and ask, Who is to blame for high price of eggs? Situation grows more serious week by week. Canadian Grocer was informed this week that several storage men have exhausted stocks already and are turning to those who have barely enough for their own customers to end of year. One wholesaler declared he wished orders were cut in two to enable him to keep on longer. Hardly enough new eggs are coming in to look after the sick alone. Montreal reports are no more encouraging and less than four weeks from present writing will, it appears likely, see storage stocks exhausted. None of wholesalers feel agitation will bring down prices and are hoping for earlier supplies of new laids after New Year opens.

This week fresh laids advanced five cents, to 50—55, and storage selects and straights were raised one cent.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 50	0 55
Storage, selects	0 36	0 38
Storage, No. 1 stock	0 33	0 35
No. 2's	....	0 28
Splits	0 27	0 28

POULTRY.—An "accident" threatened to change poultry situation somewhat this week and raise prices, but fortunately conditions favoring declines were such that reaction did not result. Event referred to was seizure of 30 to 40 cars of turkeys by New York health authorities on ground that they were in improper condition for sale. This at once created famine in metropolis and prices jumped from 18½ to 30 cents. Movement skyward was not reflected in Ontario and both turkeys and chickens are one cent easier this week, turkeys running 20—21, and chickens, 14—17. Market is now pretty well down to condition where it will mean fair price to consumer.

Another "accident" locally caused some higher bidding at end of week, but did not affect market as a whole. Abattoir to fill western order bid up cent or two early last week, and took in large quantities. Another wholesaler at end of week, fearing he would come shy again, met prices and as other firm had filled order they kept out of contest. Estimate of week ago that not one-quarter of last year's shipments will be made to West holds up to present, and general feeling is that there will be lots of poultry on hand for Christmas trade with prices even easier than now.

Fresh Stock—	Live.	Dressed.
Broilers, spring	0 13	0 14—0 16
Ducks, spring	0 11—0 12	0 12—0 15
Fowl	0 10—0 11	0 12—0 13
Chickens, lb.	0 12—0 13	0 14—0 17
Geese	0 10—0 12	0 12—0 14
Turkeys, spring	0 17	0 20—0 21
Turkeys, old Tom	0 14	0 16—0 18

* * *

NEW BRUNSWICK MARKETS.

By Wire.

St. John, Dec. 4.—Dealers are pleased with business. Orders have been large and collections good. Market is active in staples such as sugar and flour. Beans are firmer with yellows higher at $3.50 to $3.55. Cheese has slightly advanced to 15¼ to 15½. Cornmeal in bags deliveries are slow with hardly any on market. Potatoes are going firmer with close of navigation and will be probably higher soon. Poultry is in fair supply, but is being held back for Christmas when average quotings are expected. Eggs are scarcer.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	0 17	0 19
Beef, barrel	23 75	25 00
Pork, American clear, per bbl	26 50	27 50
Pork, American, mess, per bbl	....	29 00
Butter, dairy, per lb.	0 26	0 28
Butter, creamery, per lb.	0 29	0 31
Cheese, new, per lb.	0 15¼	0 15½
Eggs, in case, 35c; hennery	0 45	0 55
Lard, compound, per lb.	0 11¼	0 11½
Lard, pure, per lb.	0 15½	0 16
Flour and Cereals—		
Buckwheat, W., grey, per bag	3 25	3 50
Cornmeal, gran.	....	5 50
Cornmeal, ordinary, bags	....	1 75
Flour, Manitoba, per bbl.	....	6 25
Flour, Ontario, per bbl.	....	5 25
Rolled oats, per bbl.	....	5 40
Oatmeal, standard, per bbl.	....	5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Potatoes, barrel	1 40	1 50
Sugar—		
Standard granulated	....	4 60
United Empire	....	4 50
Bright yellow	....	4 30
No. 1 yellow	....	4 10
Paris lumps	....	5 75
Molasses, Barbados, fancy	....	0 38
Currants, 1s, per lb.	0 08	0 08½
Raisins, California, seeded	0 09¾	0 10¼
Rice, per cwt.	3 60	3 70
Beans—	Per bushel.	
Canadian white	2 35	2 40
Yellow eye	3 50	3 55
Canned Salmon—	Per 4 doz. case	
Pinks	4 00	4 25
Cohoes	6 00	6 25
Red spring	7 35	9 00

* * *

L. H. Cronk, Jones & Co., Edmonton, Alta., are adding groceries to their departments.

TWENTY YEARS AGO IN THE GROCERY TRADE

Following items are from Canadian Grocer of December 9, 1893:—

"Canned corn is not plentiful in first hands here at present, and is firmly held at 80c as the inside price."

Editor's Note.—Above is from the Montreal market on the date given. Those who have been in the business for 20 years will see a great change in quantity sold then as compared to the present.

* * *

"There was an enjoyable gathering of about a dozen and a half members of the Montreal Wholesale Grocers' Guild at the residence of William Lightbound, of Lightbound, Ralston & Co., in Sherbrooke Street, in that city, on Wednesday evening last. Mr. Lightbound was dining his confreres in the trade, and among those who were present were Messrs. Geo. Childs, of Geo. Childs & Co., president of the Guild; W. Kinloch, of Kinloch, Lindsay & Co., the oldest member of the trade in Canada; H. Laporte, of Laporte, Martin & Co.; G. St. Arnaud, of Chaput, Fils & Co.; D. Lockerby, of Lockerby Bros.; J. H. Semple, of J. H. Semple & Co.; D. Brosseau, of Brosseau & Co.; F. H. Villeneuve, of J. O. Villeneuve & Co.; F. Hughes, of Caverhill, Hughes & Co.; F. Morrow, of Morrow & Ewing; W. Galbraith, of Carter, Galbraith & Co., and Hy. Childs, of G. Childs & Co."

Editor's Note.—That was two decades ago. How many have we with us today?

* * *

CHEERS FOR THE PULLETS!

A shipment of eggs arrived in Toronto this week that looked a cross in size between bantams and plymouth rocks. They were the first output from the pullets of 1913. The wholesaler who received them, like an inmate of a famine-striken city, spread the news joyfully,—and then shipped them on a 50 cents per dozen invoice.

FISH AND OYSTERS

Oysters Advance 10 Cents a Gallon on Coast

Local Prices Likely to go up About 5 Cents on Dec. 15—Increase in Consumption of Fish Due to Advent—Colder Weather Needed.

MONTREAL.

FISH.—Unusual mild weather we are now experiencing is interfering in general with fish trade. At present time fully half million pounds of fish are held in cold storage in Montreal waiting proper weather for distribution. One firm alone are now holding 200,000 pounds, under order, waiting until cold weather has set in before they can make shipments. Advent, which began Sunday last, in this province particularly, more orders have been booked than ever before at this time of season. While weather is interfering with shipment of frozen fish all kinds of pickled, prepared, salted and canned are being distributed in round lots. Green cod fish is still scarce, though prospects are for good-sized arrivals shortly. Pickled Labrador salmon have been in better demand than usual, and already holiday inquiries have set in to fill supplies available, and as a consequence prices have a tendency to stiffen.

Fresh fish, such as haddock and halibut, are a little high, due to stormy weather on fishing grounds. Lobster fishing is now permitted in our waters, and in consequence they are easier.

In oyster lines demand for shell is gradually decreasing, but it has been better than expected all through season. Stocks held now are very high. Bulk oyster trade is about same as last season. With cooler weather and Christmas looming up a big turnover is looked for during next two or three weeks.

Fresh Fish—		
Bluefish, per lb.	....	0 18
Carp, 100 lb. boxes, per lb.	0 10	0 10
Cod, market, 250 lb. cases, per lb.	....	0 05
Doree, 100 and 150 lb. cases, per lb.	0 11	0 12
Flounders, per lb.	0 06	0 07
Frogs legs, large, per lb.	....	0 50
Frogs legs, small, per lb.	....	0 25
Haddock, per lb.	0 05	0 06
Herring, per 100 fish, large	....	3 00
Mackerel, lb.	....	0 15
Perch, dressed, per lb.	....	0 09
Pike, dressed, per lb.	0 07	0 08
Salmon, B.C., per lb.	0 15	0 18
Salmon, Gaspe, per lb.	0 18	0 20
Steak, cod, per lb.	....	0 07
Smelts, per lb.	....	0 12
Sword fish, per lb.	0 09	0 10
Turtles, small, per lb.	....	0 15
Whitefish, per lb.	....	0 12
Shell Fish, Fresh—		
Clams, per barrel	....	7 00
Lobsters, live, per lb.	....	0 30
Lobsters, boiled, per lb.	....	0 32
Oysters, bulk, standards, per gal, $1.40, Selects	....	1 70
Oysters, solid meat, standards, per gal., $1.70; selects	....	1 90
Oysters, Cape Cod, shell	....	9 00
Oysters, Malpeques, shell	9 00	10 00
Periwinkles, per bushel	....	2 50
Prawns, per gal.	....	2 00
Scallops, per gal.	....	3 00
Shrimps, per gal.	....	2 00
Frozen Fish—		
Haddock, per lb.	0 04½	0 05
Halibut, per lb.	0 09	0 10
Herring, per 100 fish	....	1 70
Pike, per lb.	....	0 07
Smelts, fancy, per lb.	0 12	0 13
Smelts, No. 1, per lb.	0 08	0 09
Salmon, fancy, Spring, per lb.	0 14	0 15
Salmon, Gaspe, per lb.	0 15	0 16
Salmon, Qualla, per lb.	0 07½	0 08
Whitefish, per lb.	0 11	0 12
Prepared Fish—		
Boneless fish, 20 lb. boxes	0 06	0 07
Cod, boneless, 20 lb. boxes, 2 lb. blocks	0 07	0 08
Cod, pure, 3 lb. box, per lb.	....	0 15
Cod, boneless strip, 30 lb. box, lb.	....	0 10
Cod, shredded, box of 2 doz.	....	1 80
Cod, skinless, per 100 lb. box	6 50	7 00
Cod, dried, per 100 lb. bundle	....	7 00
Pollock, dried, per 100 lb. bundle	....	6 50
Salted and Pickled Stock—		
Cod, green, ordinary, per 200-lb. bbl.	....	9 00
Cod, green, white napes, per 200-lb. bbl	9 50	10 00
Haddock, No. 1 green, per 200 lbs.	....	8 50
Herring, Gaspe, No. 1, ½ bbls., $2.75; bbls.		5 00
Herring, N. S. per ½ bbl.	....	3 00
Herring, N. S., per bbl.	....	5 50
Herring, Holland, per keg, 75c; per ½ bbl., $5.50 to $6.50; per bbl.	9 00	10 00
Herring, Labrador, ½ bbl., $3.25, bbl.	....	5 75
Herring, Scotch, keg of 12 lbs. net, $1.25 to $1.35; ½ bbl.	7 50	8 00
Mackerel, No. 1, 20 lb. kits, $1.75, ½ bbl., $7.00; bbl.	....	12 00
Salmon, Labrador, ½ bbl., $8.00 to $9.00, bbl.	14 00	15 00
Trout, lake, kegs	....	7 00
Smoked Fish—		
Haddies	0 07½	0 08
Fillets of haddie	0 10	0 11

TORONTO.

OYSTERS. — Dealers on Atlantic Coast raised prices this week 10 cents per gallon on bulk oysters, but local wholesalers have not brought advance into effect. This if decided on is likely to be done by December 15, and may be only 5 cents per gallon. Cause of advance is small crop of oysters, which has resulted in about 75 per cent. of "opening" houses closing for season, instead of about 1st of April. Some of smaller ones did not open at all. Trouble with oyster crop of late has been comparative failure of spawn to fertilize or "set." This has been very marked in 1911, 1912 and 1913. In 1910 there was more success, and it will be this four-year-old crop that will be available for next year. However, much of this must be held over to supplement supply in next two years.

At present, prices are same as they have been since opening of season. When no advance was made then jobbers thought none would be decided on. Supplies are becoming somewhat scarce, and one wholesaler informed Canadian Grocer that he had withdrawn all his solicitors.

FISH.—Coming of Advent increased local demand for fish this week by good percentage, and on Tuesday one wholesaler said he was as busy as on Thursdays. All dealers are complaining about mild weather, which makes handling of frozen fish in stores somewhat difficult. Prices show no change in any lines.

Frozen Fish—		
Roe shad, weight 3 lbs., each	1 00	1 25
Whitefish, per lb.	....	0 12
Sea herring, large, each	....	0 02½
Halibut	0 09	0 10
Trout	0 11	0 12
Salmon, Qualla	0 09	0 10
Salmon, Coboe	....	0 12
Fresh Caught—		
Blue fish, lb.	0 14	0 16
Frogs legs, lb.	....	0 65
Haddock, per lb.	....	0 08
Herring, per lb.	0 07	0 08
Lobster, live, lb.	....	0 45
Lobster, boiled, lb.	....	0 45
Mackerel, weighing 1½-3 lbs., each	0 15	0 25
Perch, lb.	0 06	0 07
Pickerel, yellow, per lb.	....	0 12
Pike, per lb.	....	0 08
Salmon, B.C., per lb.	0 15	0 16
Smelts, per lb.	....	0 12
Steak, cod, per lb.	....	0 09
Flounders	....	0 08
Smoked—		
Ciscoes, basket	....	1 25
Fillets of haddie	....	0 12
Finnan haddie, per lb.	....	0 09
Halibut, 25 lb. boxes, per lb.	....	0 20
Kippers, new, box of 40 and 50	....	1 25
Bloaters, box of 60	....	1 25
Digby herring, per bundle	....	0 75
Digby fillets, 10 lb. boxes	....	1 35
Prepared—		
Shrimps, 1 gal. cans	....	1 25
Shrimps, 2 gal. cans	....	2 40
Shrimps, 4 gal. cans	....	4 60
Cod, quail on toast	....	0 07½
Cod, steak	....	0 08½
Cod, Imperial, 25 lb. pck.	....	0 07
Salted and Pickled—		
Herring, Holland, new— Milkers, 85c; mixed	....	0 80
Herring, Labrador, bbl.	....	6 50
Herring, sea, pails	1 25	1 50
Mackerel, pail	....	2 25
Oysters, bulk—		
New York counts, gal.	....	2 00
Extra selects, gal.	1 90	1 95
Straights, gal.	1 65	1 75
Oysters, Shell—		
Malpeques, bbl.	11 00	12 00
Torbays	11 00	12 00
Rockaways	8 50	9 00
Blue Points	8 50	9 00
Oyster Bay counts	8 00	8 50

HALIFAX, N.S.

FISH.—There was considerable improvement in receipts of fresh fish this past week, some fine lots of halibut being landed. Cod and haddock receipts are fully up to average for season of year. Smelts are now on market, and are selling quite freely. Smoked haddies are plentiful, also kippered herring, and in good demand. There are lots of smoked salmon on market, but owing to high price sales are not heavy. Outside of salt herring there is not much doing locally in salt fish trade. Several cargoes of dry codfish arrived this week from Newfoundland ports, and export trade is brightening up. Prices are unchanged.

◆

Broker friends of W. H. Despard, manager of White & Co., Toronto, presented him on Tuesday with a box of 100 choice cigars to smoke on his trip to Scotland, England, Ireland, France and Italy. The presentation was made by J. C. Husband. Mr. Despard carried his golf sticks with him, and will take a two months' holiday.

BANK OF MONTREAL

Proceedings at the Ninety-sixth Annual Meeting of the Shareholders.

The 96th Annual General Meeting of the Shareholders of the Bank of Montreal was held at noon yesterday in the board room at the bank's headquarters.

Amongst those present were: Messrs. H. E. Rawlings, D. Morrice, J. McK. Rea, Wm. Hanson, G. L. Ogilvie, W. R. Miller, H. B. McDougall, Alfred Piddington, E. Fiske, J. B. Learmont, J. Patterson, W. B. Blackader, H. M. Stanway, Sir William Macdonald, Hon. Robert Mackay, Sir Thomas Shaughnessy, Messrs. D. Law, William McMaster, T. Durnford, Preble Macintosh, C. R. Black, W. H. Evans, Henry Joseph, George Caverhill, Dr. H. B. Yates, George G. Foster, J. Rodger, Hamilton Gault, C. B. Gordon, C. R. Hosmer, D. Forbes Angus, J. A. Hawthorne, H. R. Drummond, R. B. Angus, Dr. Shepherd, Charles Chaput, H. V. Meredith, F. F. Archibald, Campbell Nelles, E. B. Greenshields, A Falconer, Guy Drummond, and J. J. Reid.

On motion of Mr. R. B. Angus, Mr. H. V Meredith was requested to take the chair.

Mr. Hartland B. McDougall moved and Mr. A. Piddington seconded, that Messrs. W. R. Miller and David Law be appointed to act as scrutineers, and that Mr. James Aird be the Secretary of the meeting. This was carried unanimously.

The Chairman then, in the absence of the general manager, called upon Mr. A. D. Braithwaite, assistant general manager, to read the annual report of the directors to the shareholders at their 96th Annual General Meeting, held Monday, December 1st, 1913.

THE PRESIDENT'S ADDRESS

Mr. Meredith, in moving that the report of the directors and the accounts, as read, be adopted and the same be printed for distribution among the shareholders, said:—

Gentlemen—In moving the adoption of the Directors' Report, I will refer to the changes which have taken place during the year in the Balance Sheet, a copy of which has been furnished you, before alluding to general and financial conditions. The Bank has experienced another good year and its business has been well maintained. The Authorized Capital remains at $25,000,000; the Paid-up Capital at $16,000,000, and the Rest at $16,000,000. Out of net earnings, which, for the year, amounted to $2,648,402.86, $243,402.86 was transferred to Profit and Loss Account, bringing that balance up to $1,046,217.80, and there has been set aside for Bank Premises Account during the year an amount of $485,000. A Bonus of 1 per cent. was paid to shareholders on 1st June and 1st December over and above the quarterly dividend of 2½ per cent.

Deposits not bearing interest remain practically unchanged. Interest bearing deposits show an increase of $2,500,000. A portion of these is always of a temporary nature, but I am pleased to say that, notwithstanding the fact that considerable sums have been withdrawn during the year for investment at the tempting rates prevailing, the aggregate of maintained.

Turning to our assets, the current loans and discounts in Canada and elsewhere and other assets, amounting to $134,160,000, show an increase of $15,000,000, caused by taking on new business and by the increased legitimate requirements of our customers. Investments in railway and other bonds are $12,933,000. Bank premises, Montreal and branches, remain at $4,000,000. Call and other loans in Great Britain and the United States are $51,240,000, against $55,150,000 a year ago, which deduction, with $8,000,000 withdrawn from foreign correspondents and agencies of the Bank outside of Canada, has been used to provide for the increased demands of our Canadian customers, mentioned above. Our bills payable amount to $919,308, as compared with £1,717,000 as at the same date last year. At that time, however, the amount was shown as a contingent liability instead of being included in the General Statement as at present.

The delayed decennial revision of the Bank Act was finally completed at the last session of Parliament. On the whole, the new measure may be characterized not only as workable, but as preserving the fundamental principles of past laws, but as well designed to promote and safeguard the interests of the public, which I need scarcely add, are identical with the interests of the Bank.

As the measure was a non-contentious one, I think I am at liberty to add my tribute of praise to the Finance Minister, Hon. Mr. White, for the very capable manner in which he supervised the revision of the Act. Throughout the protracted discussion of the bill, he exhibited a thorough grasp of the subject and a keen desire to make the measure conform as fully as possible to the needs of the public, the safety and stability of the banks.

THE GENERAL SITUATION.

In regard to the general situation, the year 1913 may be truly described as a memorable one. In Great Britain it has been disturbed and disappointing. The demands of borrowing countries, both old and new, have outrun capital supplies, and there has been an ever-increasing difficulty in obtaining loans, however sound the security might be, and, when obtainable, the rates and terms have been far more onerous than for many years past.

As is well known, there have been several factors combining to produce these stringent conditions: the Balkan war and record public flotations, which, in London alone, totalled not less than £200,000,000 to the end of October, exclusive of special borrowings and treasury bills, of which no less an amount than £54,000,000 were Canadian emissions. Then there has been world-wide trade activity, a rise in the price of commodities, coupled with serious political disturbances in France and Germany, and the continuous and heavy gold demands of such importing countries as Argentina, Brazil, Egypt and India, heavier requirements for home trade in Great Britain, and accumulations by joint stock banks in their private vaults. Added to all this, the position was aggravated by the prolongation of the Balkan war, and social unrest in England.

In France, the economic position has been less favorable than usual. The severe political shocks I have mentioned occasioned a withdrawal of funds from Germany, and hoarding has been continuous and constant. A vast aggregation of loans to finance the Balkan states and for increased home armaments still await flotation. In Germany, the situation shows a marked betterment in the improved condition of the Reischbank and a curtailment of that country's excessive trade activities.

In the United States, conditions throughout that country are thought to be fundamentally sound. Politics have affected business activities, and with the exception of wheat, there is a shortage of crops throughout the country. A disposition to go slow and not to make commitments beyond actual requirements is apparent, so that no undue strain is likely to take place, but, rather, an era of economy, which should have a beneficial effect on the situation generally. The money situation has proved to be of greater ease than was at one time expected, and the usual fall strignency has not so far materialized. The principal cause for the prolonged ease may, I think, be put down to the early preparations to meet the contingency of dear money, the slowing down in general business, and the depositing of Government funds in the banks of the West and South, thereby relieving the Eastern banks of a portion of the burden of financing the crops, for which they had been prepared.

The conditions in Great Britain and abroad which I have endeavored to outline will no doubt take time to ameliorate, and improvement will probably be brought about by reduced trade activity gradually releasing money for investment purposes and hoarded funds; but the process will of necessity be slow.

I have thought it well to make these somewhat extended remarks in regard to financial conditions in other and neighboring countries, as they have an important bearing upon existing conditions here.

TRADE OF CANADA.

The returns of the foreign trade of Canada are not unsatisfactory. Imports are falling off, in consequence of the monetary situation and the curtailment of foreign loans. In October the value of imports of merchandise was $8,664,000 less than in the corresponding month in 1912, while for the seven months ending October, the value of imports was only $4,300,000 in excess of last year. On the other hand, the export trade is expanding, the value of domestic products exported in October having been $23,360,000 in excess of the same month a year ago, and the exports for the seven months, $49,330,000 greater than in 1912. The aggregate foreign trade of Canada for the seven months ending with October was $636,094,000 as against $582,444,000 a year ago, showing a gain of $53,650,000, and in this period the excess of imports over domestic exports has been cut down from $190,000,000 to $145,000,000. This trend of foreign trade is likely to continue for some time. The balance of foreign trade, as you are aware, has been heavily against Canada during the past decade. In the last six fiscal years, imports exceeded exports in value by $850,000,000, and this considerable gap has been made, in certain quarters, the subject of adverse criticism of the country. It is to be borne in mind, however, that in this period, Canada has obtained immense sums of money from Great Britain for development purposes of various kinds, which money has been imported largely in the form of merchandise paid out of the proceeds of long-term loans. Now, while these loans must ultimately be liquidated from the earning power of this expenditure, I may point out that meanwhile, only the interest charge has to be met; in other words, the excess of imports representative of the proceeds of long-term borrowing has to be balanced only to the extent of the interest on the loans. This is not, indeed, the whole conclusion of the many-sided subject. into which a variety of considerations enter. We cannot, moreover, expect to go on widening the gap between imports and exports indefinitely. Our annual interest charge on British and foreign loans is already a formidable item, to be provided either by exports or new borrowings. While monetary conditions abroad remain as at present, the stream of fresh capital will run less freely towards Canada.

The recent reduction in the tariff of the United States can hardly fail to enlarge the markets of that country to Canadian products. Many agricultural items such as eggs, milk, live stock, are now on the American free list; so are lumber, timber, fish, meats, coal, and many manufactured articles made in Canada. Already the movement of these articles to our neighbor's markets in increased volume has begun, some advance in prices has resulted therefrom, and there appears no reason to doubt that our sales to the United States will augment in future.

Immigration returns have continued to be of a highly satisfactory character, both in regard to number and desirability. The figures for the year ending 30th September, 1913, reached a total of 436,050 souls, of whom 122,230 were from the United States and the remainder from European countries, principally Great Britain.

The value of the field crops in Canada this year at present prices is estimated at $500,000,000, or approximately the value of the crop of the preceding year.

LEGITIMATE TRADE GOOD.

In view of the foregoing, it is not surprising to find that legitimate business generally in Canada continues to be in a satisfactory condition. There are no signs of trade depression, though a slowing down in many branches of trade is in evidence, and there is a disposition to confine commitments to actual requirements. More economy is being exercised than has been the case for some time past. The flow of money which came in great volumes in the past few years from the British Islands and abroad, both for investment and for speculative purposes, and created a somewhat unhealthy expansion, has met with a check. It had much to do with the outbreak of land speculation in the West, which, owing in a measure to a wise precaution of the Bank Act, was limited to individuals and has not affected the country generally in an adverse manner to any appreciable extent. Advantage was unfortunately taken of the ease with which money could be obtained and of the popularity of Canadian securities in Great Britain by certain individuals on both sides of the Atlantic to exploit the London market with securities of a doubtful nature, to their own advantage, and some of these enterprises, owing to over-capitalization or incompetent management, or both, have met with disaster, causing suspicion to be cast on many undertakings of a thoroughly sound character seeking capital. There has been a collapse of the land speculation in the West of which I have spoken. Municipal expenditure has been restricted to actual necessities and with due regard to the ability of the municipality to find a market for its securities. In this connection, it may be noted that the American market has relieved the situation in London and in Canada by purchasing, in the first ten months of the year, a sum of no less than $29,000,000 of our municipal, industrial, corporation and public utility bonds, without taking into consideration an amount difficult to estimate sold through Canadian brokers.

PROVINCE OF ONTARIO.

Viewing the country by sections, in the Province of Ontario the year, as a whole, may be said to have been satisfactory. Crops have been a full average and the farmers prosperous. Manufacturing industries in general have had a fair year and a considerable amount of American capital is coming into the province. The rural population, unfortunately, continues to slowly decrease, while among the cities, Toronto, with a present estimated population of 488,000, shows an estimated increase of 63,000 souls.

THE ANNUAL REPORT.

The Directors have pleasure in presenting the Report showing the result of the Bank's business for the year ended 31st October, 1913:

Balance of Profit and Loss Account, 31st October, 1912		$ 802,814.94
Profits for the year ended 31st October, 1913, after deducting charges of management, and making full provision for bad and doubtful debts		2,648,402.86
		$3,451,218.80
Dividend, 2½%, paid 1st March, 1913	$ 400,000.00	
Dividend, 2½%, paid 1st June, 1913	400,000.00	
Bonus, 1%, paid 1st June, 1913	160,000.00	
Dividend, 2½%, paid 1st September, 1913	400,000.00	
Dividend, 2½%, payable 1st December, 1913	400,000.00	
Bonus, 1%, payable 1st December, 1913	160,000.00	
	$1,920,000.00	
Provision for Bank Premises	485,000.00	
		$2,405,000.00
Balance of Profit and Loss carried forward		$1,046,217.80

Since the last Annual Meeting, Branches have been opened at points in the following provinces, viz.:—

In Quebec—Bleury Street (Montreal), Notre Dame de Grace (Montreal), Windsor Street (Montreal).

Ontario—Schreiber, St. Catharines, Queen Street East (Toronto), Welland.

North-West—Dauphin, Man., Prince Albert, Sask.

British Columbia—Alberni, Lumby.

London, England—Waterloo Place, Pall Mall.

The Branches at Suffield, Alta., and Sapperton, B.C., have been closed.

The Branch at Gretna, Man., destroyed by fire, was not re-opened.

The Shareholders are aware that the Bank Act has been under revision for some time past, and a new Act, as revised, went into force on 1st July, 1913. The main changes are:—

In the published statements the condition of the Bank is shown in greater detail than formerly.

The establishment of "Central Gold Reserves" where the Bank can deposit gold or Dominion Notes and increase its circulation by a similar amount when necessary.

Under Section 56 of the new Act you are required at this meeting to appoint Auditors for the Bank and to vote the amount of their remuneration.

With deep regret the Directors have to record the death of Mr. James Ross, who had been a member of the Board for nearly fourteen years. The vacancy caused thereby was filled by the election of Mr. William McMaster.

The Directors have also to record with much regret the resignation of Mr. R. B. Angus as President of the Bank, owing to his advancing years. His association with the Bank will, however, be continued as a Director.

Mr. H. V. Meredith was elected to succeed him as President, remaining also Chief Executive Officer.

All the offices of the Bank, including the head office, have been inspected during the year.

(Signed) H. V. MEREDITH.
President.

Bank of Montreal, 1st December, 1913.

THE GENERAL STATEMENT.

The general statement of the position of the Bank on October 31, 1913, was read as follows:

LIABILITIES.

Capital Stock			$ 16,000,000.00
Rest		$ 16,000,000.00	
Balance of Profits carried forward		1,046,217.80	
		$ 17,046,217.80	
Unclaimed Dividends		250.50	
Quarterly Dividend, payable 1st December, 1913	$400,000.00		
Bonus of 1% payable 1st Dec., 1913	160,000.00		
		560,000.00	
			17,606,468.30
			$ 33,606,468.30
Notes of the Bank in circulation		$ 17,061,665.00	
Deposits not bearing interest		45,134,956.54	
Deposits bearing interest		144,437,882.33	
Balances due to other Banks in Canada		519,808.13	
Due to banks and banking Correspondents elsewhere than in Canada		583,130.65	
Bills Payable		919,308.65	
			208,656,751.30
Acceptances under Letters of Credit			2,523,824.95
			$244,787,044.55

ASSETS.

Gold and Silver coin current		$ 11,015,339.47	
Government demand notes		11,149,460.25	
Deposit in Central Gold Reserves		1,000,000.00	
Deposit with Dominion Government required by act of Parliament for security of general bank note circulation		790,000.00	
Due from banks and banking correspondents elsewhere than in Canada	$ 6,126,729.75		
Call and Short Loans in Great Britain and United States	51,240,795.02		
		57,367,524.77	
Dominion and Provincial Government Securities		530,880.74	
Railway and other Bonds, Debentures and Stocks		12,403,169.79	
Notes and cheques of other banks		9,443,052.22	
			$103,699,427.24
Current Loans and Discounts in Canada and elsewhere (rebate interest reserved) and other assets		128,935,567.24	
Loans to Cities, Towns, Municipalities and School Districts		5,227,905.74	
Debts secured by mortgage or otherwise		285,281.83	
Overdue debts not specially secured (loss provided for)		115,037.55	
			$134,563,792.36
Bank Premises at Montreal and Branches			4,000,000.00
Liabilities of Customers under Letters of Credit (as per Contra)			2,523,824.95
			$244,787,044.55

H. V. MEREDITH.
General Manager.

PROVINCE OF QUEBEC.

General conditions throughout the province have been good. Crops have been up to average. Hay, the chief crop, turned out better than at first anticipated, and other crops have been satisfactory, both as to quantity and price. Among manufacturing industries, the cotton industry has had a good year. Other manufacturers have hardly done so well. The year has been a good one for lumber, both as regards demand and price, and it is anticipated that the recent removal of the United States duty should further increase the profits of the business. It is thought not unlikely that one result of the removal of the duty will be to give a further impetus to the increasing proportion of lumber shipped to the United States instead of Great Britain and Europe. Pulpwood and paper shipments have been large, both from Canada and Newfoundland. With regard to this industry, it would be well that care be exercised in order that production may not exceed the demand.

MARITIME PROVINCES.

General conditions throughout the Maritime Provinces for the past year have been uniformly satisfactory. The farmers have had a favorable year and all crops, apart from fruit, have been above the average. The fishing has been good, with higher prices, and the lumber cut was fair, and prices, on the whole, satisfactory. The output of the coal mines has exceeded all previous records; and the tonnage of pig iron produced was 25 per cent. greater than last year. Manufacturing industries generally have had an output up to the average. Railway building has not been extensive, but large sums are to be expended in providing terminals at St. John and Halifax for the Intercolonial Railway and in establishing a car ferry with Prince Edward Island.

In Newfoundland the high prices obtained for fish have induced a period of prosperity. The building of branch lines of railway, the development of the mining of iron ore at Belle Isle, and the growth of the pulp and paper industry have all improved conditions.

NORTH-WEST PROVINCES.

Although business affairs are rapidly becoming more diversified, the production of wheat and other cereals is, of course, first in importance. The crop this year has been larger in quantity and better in quality than ever before, but the price at present is somewhat lower than at the corresponding date last year. The comparative crop figures are:—

	1912 Bushels.	1913. Bushels.
Wheat	183,000,000	190 to 195,000,000
Oats	221,000,000	240,000,000
Barley	26,000,000	28,000,000
Flax	21,000,000	15,000,000

and the estimated value of the 1913 crop is $209,000,000, against $192,000,000 in 1912.

The immense additions to mileage made by the Railway Companies, especially the Canadian Pacific Railway, in double-tracking and terminals and rolling stock, have enabled this enormous crop to be delivered with unprecedented rapidity. The rapid growth of population and the springing up of new towns have continued. The population of the three North-West Provinces, according to the census of 1911, was about 1,300,000, and is now placed at 1,600,000, and the immigration generally is a high-class, a satisfactory feature being that two-thirds of the population are rural.

The method of harvesting the North-west crops will in time, no doubt, be reduced to a more systematic basis. In past seasons farmers have rushed their wheat to market in the short period intervening between harvest and the close of navigation on the Great Lakes, thereby producing more or less congestion of the markets, to their own loss. An amelioration of this condition has begun by the provision of greater storage accommodation, not only at the lake ports, but what is more to the purpose, at interior points, where the Government, as well as private corporation and individuals, are proceeding with the erection of elevators at the principal grain producing centres. In this way, local markets will be created for the farmers where their grain can be readily disposed of. Mixed farming continues to be an urgent need of the Northwest. I am pleased, however, to observe a betterment in this respect. From the figures which have been furnished me, there has been an increase in the past five years of 640,000 in the number of horses, cattle, sheep and swine. It is a matter of regret that the returns from the other provinces do not exhibit a similar satisfactory increase, but rather a diminution.

BRITISH COLUMBIA.

The province generally has not been as prosperous as in 1912. The salmon fishing season has been a good average and the pack has been sold at remunerative prices. The same may be said of the halibut and herring fishing, and the free admission of British Columbia fish to the United States will be of advantage to the trade. Conditions in the lumber trade have been very unsatisfactory. The prairie demand has been poor and the prices so much lower than in 1912, that it is a question if many of the mills have made money. The foreign lumber trade has fallen off both in volume and in price, and the free admission of lumber to the United States is not likely to be a much benefit, as the lumbering states on the American side of the line can supply their own market. Mining has probably given the most satisfactory results of any industry in the province, the product of the mines increasing in value $9,000,000 over the preceding year. The total mineral output was over $32,000,000, of which coal and copper contributed respectively, say, $9,000,000 and $8,000,000. Crops have been good and prices satisfactory. The fruit industry in the Okanagan and other districts has realized higher prices and market arrangements have been improved. New Railway construction has only been undertaken to a moderate extent, and new power development has consisted chiefly of extensions, designed to supply the City of Vancouver. The stringent money conditions which have existed throughout the year have checked new enterprises of all kinds, especially municipal undertakings, and the probability is that there will be considerable unemployment during the coming winter.

MEXICO.

In Mexico, general conditions continue to be disturbed, and the outcome is impossible to predict. We feel that our interests there are in safe and capable hands.

WORDS OF CONFIDENCE.

My last words are of counsel and confidence. The finger of conservatism. While the financial sky remains clouded over in Europe, we shall do well to hasten slowly. It is not a time to attempt enterprises of a speculative nature, nor to undertake new commitments prior to the financing thereof, and an accumulation of stock by merchants and manufacturers should, as far as possible, be avoided. The excellent harvest, particularly in the Northwest, should do much towards liquidating debts and ameliorating the situation, but it seems probable we will be compelled to pause awhile in the wonderful progress of expansion of the last ten years. On the other hand, the commercial condition of Canada is fundamentally sound. Business as a whole, as I have said, continues good. Our vast natural resources have scarcely been scratched. Immigration is large, railway construction active, new territory and new resources of wealth are being steadily opened, the confidence of British and foreign capitalists in our country is unabated. A temporary halt can only refresh Canada for yet greater achievements.

Mr. R. B. Angus seconded the motion for adoption of the report, which was carried unanimously.

The Chairman stated that, under the provisions of the new Bank Act, it would be necessary for the meeting to appoint three auditors.

Mr. C. R. Hosmer thereupon moved, and Mr. Huntly Drummond seconded, that there be appointed three auditors of the Bank to hold office until the next annual general meeting, and that this meeting do now proceed to their nomination and appointment.

Mr. C. B. Gordon moved, and Mr. Wm. McMaster seconded, that the remuneration of the auditors to be appointed be not more than $15,000, to be divided equally between them (or to be otherwise divided as may be thought best).

The following nominations were made: By Mr. J. B. Learmont, Mr. George Hyde, C.A., of Montreal; by Mr. G. L. Ogilvie (in the absence of Mr. Bartlett McLennan), Mr. J. Maxtone Graham, C.A., of Edinburgh; by Mr. W. B. Blackader (in the absence of Mr. W. Stanway), Mr. James Hutchison, C.A., of Montreal.

Mr. Meredith mentioned that he would deposit one ballot, representing the directors and other shareholders who had sent him their proxies, which was all that would be necessary, unless any shareholder wished to deposit a ballot himself. The ballot was unanimous.

It was moved by Mr. J. B. Learmont and seconded by Dr. H. B. Yates, that the thanks of this meeting be presented to the President and Directors for their attention to the interests of the bank.

Mr. R. B. Angus, in reply, on behalf of the President and Directors, expressed in a few well-chosen words their appreciation of the thanks tendered them.

Mr. David Morrice moved that the thanks of the meeting be given to the General Manager, Assistant General Manager, the Superintendents, the Managers and other Officers of the Bank for their services during past year. In speaking to the motion, Mr. Morrice expressed in the highest terms his appreciation of the Bank officials he had met in his long experience, covering a great part of the country, and said he had no hesitation whatever in presenting this motion rendering thanks to the Management and Staff of the Bank.

Mr. D. Forbes Angus seconded the motion, which was carried unanimously.

Mr. William H. Evans moved, and Mr. Charles Chaput seconded, "that the shareholders at this annual meeting of the Bank of Montreal learn, with deep regret of the resignation of Mr. R. B. Angus from the Presidency of the Bank, and desire to express their keen appreciation of his long and faithful services in the interests of the Bank. The Shareholders, however, sincerely hope that Mr. Angus will co-operate with his co-directors for many years to come."

Mr. Chaput, in seconding, said that the motion was a well-deserved compliment to Mr. Angus.

Returning thanks, Mr. Angus said: "I thank you for that expression of your goodwill."

Mr. Braithwaite said that he desired, on behalf of the Staff, to thank the shareholders for the very kind expression of appreciation of their services, and he thanked Mr. Morrice especially for the very kind words he had spoken. The prosperity of the Bank must always be to a large degree depending upon the outside managers and the rank and file officers of the Bank. "I can assure you," he added, "of my own knowledge of the absolute loyalty and devotion of the staff to the interests of the Bank and of the hard work done by them. I cordially thank you, and assure you that you have a staff second to none."

ELECTION OF DIRECTORS.

The result of the ballot for the election of Directors was declared by the Chairman as follows: Messrs. R. B. Angus, D. Forbes Angus, A. Baumgarten, Huntly R. Drummond, C. B. Gordon, E. B. Greenshields, C. R. Hosmer, Sir William C. Macdonald, Hon. Robert Mackay, Messrs. Wm. MacMaster, H. V. Meredith, D. Morrice, Sir Thomas Shaughnessy, K.C.V.O.; Right Hon. Lord Strathcona and Mount Royal, G.C.M.G., G.C.V.O.

The meeting then terminated.

At a subsequent meeting of the Directors the following officers were elected: Hon. President, Lord Strathcona and Mount Royal; President, Mr. H. V. Meredith.

You can sell pails of these candies around Christmas

DIAMOND

Maple Cream Hearts
is a confection that is proving a fast seller—is a confection that is dainty and toothsome, having a delicate maple flavor. Price per eighteen pound pail. $2.40.

"Mikado" Mixed Candies.
An elegant assortment of jellies, creams, mints, fancy rocks, gum drops, etc., that may be sold at a reasonable price and yet leave a good margin of profit. Cost 8½c lb. for thirty-two lb. pail.

DIAMOND

Nutty Creams.
A rich, pure and delicious assortment of freshly made creams with various kinds of nuts. These creams cost you $2.40 for seventeen pound pail, and sell at 25c a pound.

They're low-priced, but they're good, and will net you 75% profit

MINTO CREAMS AND JELLIES

This line at 8c. per pound is, without doubt, the best value offered by any manufacturer in Canada. You have only to see the goods to realise the remarkable value they represent at this price. Packed in 32-lb. pails, lace trimmed, which display the contents to best advantage. Customers will consider this big value at 15c. per pound.

GROSS GOODS

We offer you here an assortment of eight lines, our most popular and fast selling penny goods. Cater to the children; they constitute the business builders. Here they are:—

Old Fashioned Chocolates
Peppermint Rock
Jewel Squares
Latiere Sticks
Vanilla Moss
Cocoa Balls
A. B. Gum Sticks (2 for a cent)
Boston Baked Beans

Sugars & Canners Limited

MONTREAL

TEAR OUT THIS PAGE, WRITE NAME AND ADDRESS, AND MAIL TO-DAY

Sugars & Canners, Limited, Montreal

Date........................

Please Rush

1 pail (32 lbs.) Mikado Mix....................	$ 2.56
1 pail (17 lbs.) Nutty Creams....................	2.40
1 pail (18 lbs.) Maple Cream Hearts....................	2.40
1 pail (32 lbs.) Minto Creams and Jellies....................	2.56
8 half gross boxes gross goods asstd....................	4.60
	$13.92

Freight prepaid.

Name........................

Address........................

MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

JOHN P. MOTT & CO.
MANUFACTURERS
HALIFAX, NOVA SCOTIA

KING OSCAR BRAND SARDINES
THE SARDINE THAT MADE STAVANGER FAMOUS

By Special Royal Permission

Ten reasons why "King Oscar" SARDINES should be put to the front

1. Attractively packed and labelled.
2. They sell readily.
3. Packed in Pure Olive Oil.
4. Are a health-giving food.
5. Tasty, Nutritious, Zesty.
6. Satisfaction to all.
7. Good profit.
8. Repeat sales sure.
9. Sell the year round.
10. Backed by extensive consumer advertising.

Canadian Agents
J. W. Bickle & Greening
(*J. A. Henderson*)
Hamilton, Canada

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $56 PER INCH PER YEAR

BAKING POWDER.

ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4 oz. tin. 65c per doz.; 6 oz. tin, 90c per doz.; 8 oz. tin, $1.20 per doz.; 12 oz. tin, $1.60 per doz.; 16 oz. tin, $2.25 per doz.; 3 lb. tin, $5 per doz.; 5 lb. tin, $9.50 per doz.

BORWICK'S BAKING POWDER

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	1 35
Borwick's ½-lb. tins	2 35
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER.

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	2 40
No. 1, 1lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen......	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

6-oz. tins	0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	0 17
In 10-lb. lots or case	0 16

COUPON BOOKS—ALLISON'S.

For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15, and $20. All same price, one size or assorted.

UN-NUMBERED.

Under 100 books ..each	0 04
100 books and over, each.	0 03½
500 books to 1,000 books	0 03

For numbering cover and each coupon, extra per book, ½ cent.

CEREALS.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancacke Flour per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Aylmer Jams.	Per doz.
Strawberry, 1912 pack ....$	2 15
Raspberry, red, h'vy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry.	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 65
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 55
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Strawberry	0 13
Black currant	0 13
Raspberry	0 13

Freight allowed up to 25c per 100 lbs.

Dried Fruits

All kinds are going out very freely and many are getting into very small compass. Prices in most lines are quite firm and advancing. You will make no mistake in anticipating your wants quite extensively, for the market looks good for some time to come. Our stocks are quite large, and we shall be pleased to have your inquiries either by mail, wire or through our representatives.

SEND US AN ORDER.

H. P. ECKARDT & CO.

WHOLESALE GROCERS

Church Street and Esplanade

TORONTO

Surely a recommendation of good quality

Distil Coffee Essence

has been on the market of the discriminating Britishers for over quarter of a century, has won their favor and gained popularity and has been awarded 22 prize medals for quality.

Distil imparts a true Mocha and Java flavor and hits the popular taste wherever introduced.

It gives the highest degree of satisfaction and pays the dealer a good profit.

Price per case of 4 doz. 5 oz. bottles is $5.80.

This is the Coffee Essence that will best fill the needs of your trade.

Send in your order now for a case or two

Order direct from
The Harry Horne Co., Toronto
or
Leadley Limited, Winnipeg
Agents wanted for Vancouver, Montreal and St. John. Correspond with The Harry Horne Co.

The Distil Mfg. Co. Limited
London, Eng.

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For INFANTS, INVALIDS and the AGED.

GOLD MEDAL AWARDED
Health Exhibition, London, Adelaide and Melbourne.

The "LANCET" describes it as: "Mr. Benger's admirable preparation."

The "BRITISH MEDICAL JOURNAL" says: "Benger's Food has by its excellence established a reputation of its own."

Circulars & Showcards on application.

Benger's Food and other Preparations may be obtained through all Wholesale Jobbers in Canada.

BENGER'S FOOD, LIMITED,
Otter Works, MANCHESTER, Eng.
199 C

COCOA AND CHOCOLATE

THE COWAN CO., LTD.

Cocoa—

Perfection, 1-lb. tins, doz..	4 60
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz...	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb. ..	0 20
Soluble, bulk, No. 2, lb. ..	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate—

Supreme chocolate, ½'s 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz...	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box per doz.	0 90

Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes.	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26

Icings for Cake—

Chocolate, white, pink, lemon orange, maple, almond, cocoanut, cream, in ½-lb. packages. 2 doz. in box, per doz...	0 90

Chocolate Confections—per lb.	
Maple buds, 5-lb. boxes ..	0 37
Milk medallions, 5-lb. bxs.	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil Wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. bxs.	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes ..	0 37
Lunch bars, 5-lb. boxes ..	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box. ..	1 36
Royal Milk Chocolate. 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars, per box	0 85

EPPS'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N. S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

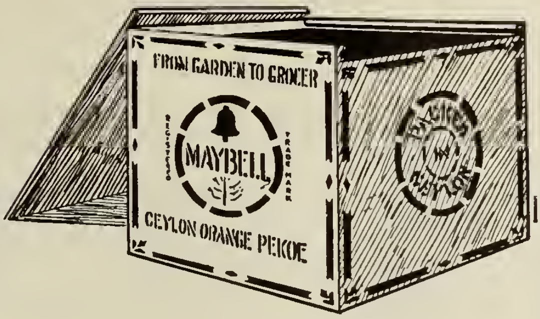
Elite, 10c size (for cooking) dozen	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
" breakfast cocoa, ¼'s and ½'s	0 36
" No. 1 chocolate	0 30
" Navy chocolate, ½'s..	0 26
" Vanilla sticks, per grs.	1 00
" Diamond chocolate, ⅛s.	0 24
" Plain choice chocolate liquors	20 30
" Sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c. lb.; German's sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ⅛, and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-6 lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb.; Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box.

The above quotations are f.o.b. Montreal.

When writing advertisers kindly mention this paper.



It heightens the pleasure of their afternoon teas

To serve delicious "Maybell" Orange Pekoe Ceylon Tea adds to the pleasure of the server and is a rare delight to the drinker. "Maybell" makes for a better afternoon tea and a better satisfied customer.

It is carefully blended and is good to the last drop.

The dealer who handles "Maybell" is pleased because of the good sales and the good profits he gets from this popular priced tea.

"MAYBELL" Ceylon TEA

Is the tea with the higher quality

Prices

5 -lb. Boxes (8 to a case)	24 c. lb.
10-lb. Boxes (4 to a case)	23½c. lb.
50-lb. half chests	21 c. lb.

Tea markets are advancing and you are advised to keep stock well ahead of immediate requirements. For immediate shipment we give you the benefit of a favorable purchase we have made.

We quote you these interesting prices on Japans **ON SPOT.**

½ Chest, Y. M. P., each 80 lb.	18 c. per lb.
½ Chest Parrot Chop, each 80 lb.	18½c. per lb.
½ Chest Globe Chop, each 80 lb.	19 c. per lb.
½ Chest Iris Chop, each 80 lb.	19½c. per lb.
China Scented Orange Pekoe Caddies, each 20 lb.	28 c. per lb.
India and Ceylon, Pekoe, Souchongs in Chests	16 to 18 c. per lb.

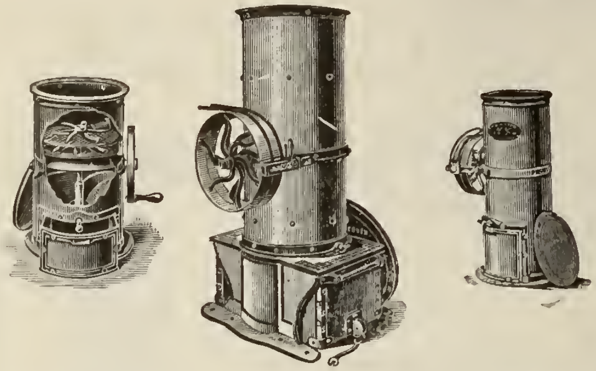
Net 30 days, f.o.b. Toronto.

Send your orders in quickly as these offers may be terminated without notice.

All in Sealed Lead Lined Packages.

Canada Brokerage Company

Toronto, Ont.



Combined Sifter and Mixer
FOR ALL KINDS OF DRY POWDERS

¶ Efficient and Rapid in Action.
¶ Breaks down all lumps.
¶ Self-cleaning and emptying.
¶ Sieves interchangeable.
¶ All lubrication effected from outside.
Seven sizes for Hand or Power driving.

Grocers' Engineering & Whitmee Ltd.
COLE STREET, LONDON, S.E. ENGLAND,

Specialists in Appliances for all Grocers
Catalogue on Application

Cleave's
DEVONSHIRE CREAM
Chocolate

Unrivalled!
Quality—A. 1.
Turn-out—Attractive
Profit—Good
ENTIRELY NEW 5 CENT LINES

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

Write for Prices to Wholesale Agents
FRANK DAVY & CO., 6 St. Sacrament St., Montreal

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per Case.
Eagle Brand, ea. 4 doz.....	$6 00
Reindeer Brand, ea. 4 doz.	6 00
Silver Cow Brand, ea. 4 doz.	5 40
Gold Seal Brand, ea. 4 doz.	5 25
Mayflower Brand, ea. 4 doz.	5 25
Purity Brand, ea. 4 doz...	5 25
Challenge Brand, ea. 4 doz.	4 75
Clover Brand, ea. 4 doz.....	4 75

Evaporated (Unsweetened)—

St. Charles Brand, small, ea. 4 dozen	2 00
Peerless Brand, small, ea. 4 doz.	2 00
St. Charles Brand, Family, ea. 4 doz.	3 90
Peerless Brand, Family, ea. 4 doz.	3 90
Jersey Brand, Family, ea. 4 doz.	3 90
St. Charles Brand, tall, ea. 4 doz	4 50
Peerless Brand, tall, ea. 4 doz.	4 50
Jersey Brand, tall, ea. 4 dozen	4 50
St. Charles Brand, Hotel, ea. 2 doz.	4 25
Peerless Brand, Hotel, ea. 2 doz.	4 25
Jersey Brand, Hotel, ea. 2 doz.	4 25
St. Charles Brand, gallons, ea. ½ doz.	4 75
"Reindeer" Coffee & Milk, ea. 2 doz.	5 00
"Regal" Coffee and Milk, ea. 2 doz.	4 50
"Reindeer" Cocoa & Milk, ea. 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 36
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ¼	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50lb. case.
Terms—Net 30 days prepaid.

FLAVORING EXTRACTS. SHIRRIFF'S

Quintessential.

1 oz. (all flavors) doz.....	1 05
2 oz. (all flavors) doz......	2 00
2½ oz. (all flavors) doz. ..	2 30
4 oz. (all flavors doz.... ..	3 50
5 oz. (all flavors) doz......	4 50
8 oz. (all flavors) doz......	6 50
16 oz. (all flavors) doz.....	12 00
32 oz. (all flavors) doz.....	22 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2 oz. bottles (retail at 50c)	4 50
4 oz. bottles (retail at 90)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

GELATINE.

Knox Plain Gelatine (2 qt. size), per doz.	1 30
Knox Acidulated Gelatine (2 qt. size), per doz.	1 80

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 6, 1 doz. in case......	4 50
No. 12, ½ doz. in case..	7 00

LAPORTE, MARTIN, LIMITEE.

Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., cs....	5 00

VICHY LEMONADES.

La Savoureuse Champenoise Cork	
50 qts., cs.	8 00
50 pts., cs.	5 00
La Savoureuse "Claret Crown."	
100 pts., cs.	9 00
St. Nicholas Champenoise Corks.	
50 qts., cs.	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.

Cs. 25 11 lb. bars, lb....	0 08½
Cs. 200 3½ lb. pieces, cs..	4 25
Cs. 12 3 lb. bars, lb.....	0 09½
Cs. 50 ¾ lb. pieces, cs...	4 00
Cs. 50 1 lb. sq. pieces, cs.	4 75
Cs. 50 1 lb. long pieces, cs	4 75
Cs. 200 200 grs. pieces, cs	7 75
Cs. 100 300 grs. pieces, cs	6 00
Cs. 200 300 grs. pieces, cs	12 00

ALIMENTARY PASTES.

BLANC & FILS.

Macaroni, Vermicelli, Animals. Small Pastes, etc.

Box, 25 lbs., 1 lb........	0 08
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 00
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts.........	3 75
Apple juice, 24 pts.	4 50
Champagne de Pomme, 24 p	5 90

Motts Golden Russett—

Sparkling Cider, 12 qts....	4 50
Sparkling Cider, 24 pts....	4 75
Sparkling Cider, 36 sp.....	4 90
Extra Fins, 100½	16 00
Apple Vinegar, 12 qts......	2 40

The West is full *of* Activity

Everything is life in the Western country—the country of glimmering gold wheat, the granary of the world. Every day new blood is added, new demands show up for Eastern products, new channels for your goods. Are you going to take advantage of the growing West or allow others to step in ahead?

We offer our services in marketing your products—the service of a well trained and efficient staff, who call on the wholesalers throughout the entire Wst. We offer our warehouse facilities at the five main distributing points. Can you do better when we guarantee sales? **Write to-day.**

NICHOLSON & BAIN, Wholesale Commission Merchants and Brokers

HEAD OFFICE: WINNIPEG, MAN.

BRANCHES: REGINA SASKATOON EDMONTON CALGARY LETHBRIDGE

MINCE MEAT

WE are putting up a line of fine **OLD ENGLISH MINCE MEAT** in quart self-sealing glass jars that can be sold retail at 35c. each, and they contain two and a half pounds net. This is the handiest and neatest way to handle Mince Meat, and it is at the same time, the most profitable.

Our Mince Meat is made of the best new fruits and purest spices, put up under the inspection of the Dominion Government and with the greatest care and cleanliness.

Also Sold in 80-lb. Kegs.
40-lb. Kegs.
20-lb. Kegs.
5-lb. Tins.

F. W. FEARMAN CO., Limited
HAMILTON

MINCE MEAT

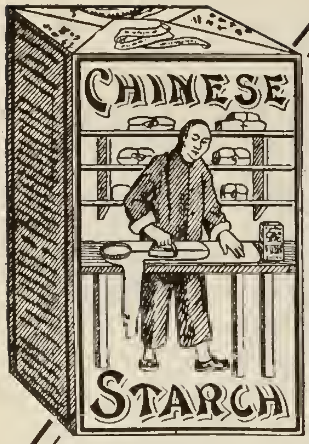
It is impossible to make anything better than

Wethey's
"Home-Made"

It is positively the highest grade mince meat on the market and is sold at a most reasonable price.

We are pleased to quote.

J. H. WETHEY, Limited
St. Catharines, Ont.



A Bigger Package and a Better Value

16 ounces in each package—4 ounces more than most other brands, and Chinese Starch gives the housewife the results she wants. That's why

"Chinese Starch" sells quickly

and your profit is good. Chinese Starch is already well known throughout Canada, but we're going to increase the demand by advertising.

Are you handling it yet? If not, give it a try out. You will be pleased with the results. So will your customers. We pay freight on orders for 2 cases or more.

Sold by all wholesale grocers.

OCEAN MILLS - MONTREAL

LITSTER'S

PURE FOODS

We have established and maintain the highest standard of quality known in specialized food products. If you want positive assurance of the best, get Litster's. Dealers who stock up on the Litster line take no chances.

"Anything Litster's is good."

The LITSTER PURE FOOD CO., Ltd.
TORONTO

These prices are F.O.B. Montreal.

Imported Peas "Soleil"

	Per case
Sur Extra Fins, 40 Flacons, cs.	$10 00
Sur Extra Fins, 100 ½ kilo, cs.	15 50
Extra Fins, 50 1 kilo, cs.	14 50
Extra Fins, 100 ½ kilo, cs.	15 00
Tres Fins, 100 ½ kilo, cs.	13 50
Fins, 100 ½ kilo, cs.	11 50
Mi Fins, 100 ½ kilo, cs.	11 00
Moyens No. 1, 100 ½ kilo, cs.	10 00
Moyens No. 2, 100 ½ kilo, cs.	9 50
Moyens No. 3, 100 ½ kilo, cs.	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 ½-pints	4 25
Tins—	Gall.
5 gals. 2s	2 00
2 gals. 6s	2 05
1 gal. 10s	2 10
20s, ⅛ gal.	2 60

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	5 40
Cases, 4 doz each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case..	0 11¼
Cases, 5 lbs., 12 to case..	0 11⅛
Cases, 10 lbs., 6 to case..	0 11

F.O.B. Montreal.

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."

1 lb. glass (2 dz case)	$1.90	$1.80
2 lb. glass (1 dz case)	3.20	3.00
4 lb. tin (1 dz case)	5.50	5.35
7 lb. tin (½ dz case)	8.60	8.35

"IMPERIAL SCOTCH."

1 lb. glass (2 dz case)	$1.60	$1.55
2 lb. glass (1 dz case)	2.80	2.70
4 lb. tin (1 dz case)	4.80	4.65
7 lb. tin (½ dz case)	7.75	7.50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. I CATELLI CO., LIMITED.

Hirondelle Brand

	1 lb. pkgs.	Loose
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs. cases	7	6½
Egg noodles, case 10 lbs. loose; case 60 pkgs, ½ lb. each	7½	7
Marguerite Brand.		
Same assortment as above	6½	6
Egg noodles in 10 lb. cases, loose, in 60 pkgs., ½ lb. each	7	6½
Catelli Brand.		
Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lbs. (loose)		5½
30 lb. cases, 1. lb. packages		6

Terms, Net 30 days.

D. SPINELLI CO., Registered.

Globe Brand.

Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Alphabets 30 lb. case	7	6½
Spinelli Brand.		
Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lb. cases (loose)		5½
30 lb. cases, 1 lb. pkgs.		6

Terms—Net, 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz.	1 80
Straight.	
Lemon contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Raspberry contains 2 doz..	1 80
Strawberry contains 2 doz.	1 80
Chocolate contains 2 doz.	1 80
Cherry contains 2 doz.	1 80
Peach contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER

Assorted case, contains 2 doz.	2 50
Straight.	
Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

Richards Quick Naptha Soap. GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$ 5,00
Five cases or more	4 95

SAPHO MFG. CO., LTD., MONTREAL "SAPHO" INSECTICIDE.

1-16 gall., doz.	$ 2 00
¼-gall., doz.	6 00
½-gall., doz.	10 80
1 gall., doz.	19 20
1-16 gall., gross lot	20 80

California Navel Oranges

First car of season arrived last week. Another car due Monday. Remember, we are the leaders in high-class Navel Oranges.

For Xmas and present selling, quality and color perfect. Also Florida, Mexican and Jamaica Oranges.

Fresh car Cocoanuts.

California Emperor Grapes

White & Co., Limited

TORONTO and HAMILTON

CHRISTMAS FRUIT

California Navels, Florida Parson Browns, Sonoras, Florida Grape Fruit, Jamaica Grape Fruit, Lemons, Bananas, Cranberries, Apples, Malaga Grapes, Emperor Grapes, Nuts, Figs, Dates, Tomatoes, Celery, Lettuce, Holly, Holly Circles, Evergreen Wreathing.

We expect to ship all our Xmas orders this week and first of next. If we have not received your order, let us have it by phone or first mail.

THE HOUSE OF QUALITY.

HUGH WALKER & SON

Established 1861

Guelph and North Bay

GERMAN-QUALITY-SAUSAGE

J.M. SCHNEIDER & SONS LIMITED

BERLIN, ONT.

TRADE-MARK-REG

German Eagle Brand Products

Now is the best time to start handling

PURE COUNTRY PORK SAUSAGE

Contains nothing but Pork Meat

J. M. Schneider & Sons Limited.

HIGH GRADE GERMAN SAUSAGE
PORK PACKERS

APPLES

Before purchasing write for our quotations on the famous **Georgian Bay** apples. We will be packing from five to ten thousand barrels.

LEMON BROS.

Owen Sound, Ontario

The general satisfaction given by

St. Nicholas
Home Guard
Queen City
Puck
Kicking

makes the Lemon Business the ideal feature of the Retailer's Fruit Department.

J. J. McCABE

Agent

Toronto, Ont.

BLOW your horn for **King George Navy Plug** Chewing Tobacco, **Rose Quesnel** and **Master Mason** Smoking Tobaccos.

They are good sellers and pay a good profit.

Rock City Tobacco Co., Limited
QUEBEC

Good Soap Service

Large sales are founded on good service. When you can make a cake of soap do its work thoroughly, economically, without hurt to delicate fabrics and colors, you are sure of buyers.
Wonderful Soap does all of these.

It's a Business Maker.
Excellent for display.
Sells at a popular price.

The Guelph Soap Co.
GUELPH, ·:· ONTARIO

"SOCLEAN."
THE DUSTLESS SWEEPING COMPOUND.

25c Pail, 2 doz. in case (4½ lbs.) enlarged size	$4 50
40c Pail, formerly 50c, 2 doz. in case (8 lbs.)	7 20
75c Pail, formerly $1.00, 1 doz. in case (17 lbs.)	6 75

"ANTI-DUST" SWEEPING POWDER.

2 lb. tins, 3 doz. crates, doz.	1 40
5 lb. tins, 1 and 2 doz., crates, per doz.	3 00

STARCH.

THE CANADA STARCH CO., LTD.
EDWARDSBURG BRANDS and BRANTFORD BRANDS.

Boxes.	Cents
Laundry Starches—	
40 lbs. Canada Laundry	.06
40 lbs., Boxes Canada white gloss, 1 lb. pkgs	06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 lbs., No. 1 white or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 white.	.06½
200 lbs., bbls., No. 1 white.	.06½
30 lbs., Edwardsburg silver gloss, 1 lb. chromo pkgs.	.07½
48 lbs., silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs. Benson's satin, 1-lb. cartons, chromo label	.07½
40 lbs. Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamel (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch	.06
(20-lb. boxes ¼c higher.)	
Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.
Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	.06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs	.07
Barrels, 200 lbs.	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	.07½
6-lb. toy trunks, lock and key, 3 in case	.08
6-lb. toy drum, with drumsticks, 2 in case	.07¾
Kegs, extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containing 45 cartons, per case	3 60
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½
(20-lb. boxes ¼c higher than (40's.)	

OCEAN MILLS, MONTREAL.

Chinese starch, 48, 1 lb., per cs., $4.80; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz., per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED.
CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.

No. 1's, 05c per dozen.

Individuals, 45c per dozen.

Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz.	0 90
Clear soups, in stone jars, 5 varieties, dos.	1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.

Case of ½-lb., containing 120 packages, per box, $3.00.

Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

THE CANADA STARCH CO., LTD.

CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	2 50
5-lb. tins, 1 doz. in case	2 85
10-lb. tins, ½ doz. in case.	2 75
20-lb. tins, ¼ doz. in case.	2 70
Barrels, 700 lbs.	3½
Half barrels, 350	3¾
Quarter barrels, 175	4
Pails, 38½	1 85
Pails, 25 lbs. each	1 35

LILY WHITE CORN SYRUP.

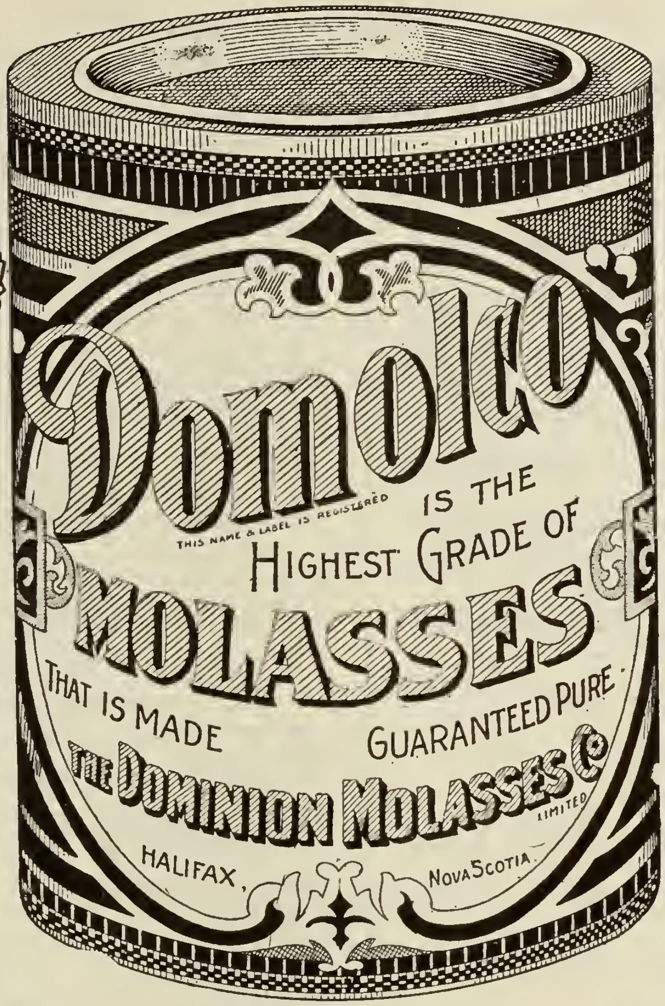
2-lb. tins, 2 doz. in case	2 85
5-lb. tins, 1 doz. in case	3 20
10-lb. tins, ½ doz. in case.	3 10
20-lb. tins, ¼ doz. in case.	3 05

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure) 2 doz. in case, per case	4 70

Delicious Pure and Wholesome



A High Grade Molasses

Note the registered label

The people will ask for it

THE TASTE THAT GROWS

Domolco is a high grade table molasses, especially delicious, pure and wholesome. It has a refined definite flavor all its own that grows on your trade and places it on the regular grocery list.

Domolco Molasses is especially healthful and has been proven to be a body builder.

We have spent and are spending a great deal of money in putting this molasses before the public — advertising it in various ways. Will you take advantage of this advertising and fill the people's requirements?

Write to-day for prices, etc.

The Dominion Molasses Co., Limited

HALIFAX, N.S.

Every Pound Of
ANCHOR BRAND FLOUR

has character in every ounce

because extreme care, watchfulness, ability, integrity, the most modern equipment and only the choicest Western Spring Wheats form the complement that obtains the highest possible quality every day in the year.

The most searching analysis and tests make uniformity certain.

As rapidly as people learn all the facts about **Anchor Brand Flour,** they are satisfied only with this Brand.

Anchor Brand Flour is better because the trouble and expense are taken to make it better.

Standard Prices—Worth More.

Free samples for Missourians will be sent to Dealers and Bakers for distribution.

Leitch Brothers' Flour Mills, Ltd.

Oak Lake,, Manitoba

Superlative Quality Consistently Maintained

Malcolm's preserved milk products are noted for their high and unvarying quality—only the richest and purest cow's milk being used.

Grocers should tone up their stocks with the Malcolm lines. Your customers will appreciate them.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c per 100 lbs.

St. George Evaporated Milk, 4 doz. in case $3.60
Princess Condensed Milk, 4 doz. in case.. 4.50
Banner Condensed Milk, 4 doz. in case... 5.25

J. Malcolm & Son, St. George, Ont.

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s., Tins, 2 doz. to case.

Quebec, per case	$ 1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
British Columbia, per case	2 40

DOMOLCO BRAND.

2s., Tins, 2 doz. to case.

Quebec & Ontario, per case	2 60
Manitoba, per case	3 00
Saskatchewan, per case	3 20
Alberta, per case	3 30
British Columbia, per case.	3 10

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	$ 0 90
Pint bottles, 3 doz., cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce—	
Cases of 3 dozen	$1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 35
Cases of 3 doz. ½-pints	2 25

STOVE POLISH.

JAMES DOME BLACK LEAD.

6a size, gross	$ 2 40
2a size, gross	2 50

NUGGET POLISHES.	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleaner	1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch, 6s	45
Black Watch, 12s	45
Bobs, 5's and 10's	39
Bully, 6s	44
Currency, 6½s and 12s	39
Stag, 5 1-3 to lb.	39
Old Fox, 6 lb. boxes	40
Pay Roll Bars, 7½s	59
Pay Roll, 7s	59
War Horse, 6s	42
Plug Smoking, Shamrock, 6s, plug or bar	45
Rosebud Plug, 7s	50
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking — Great West Pouches, 8s	59
Regal Cube Cut, 9s	70

TEAS.

THE "SALADA" TEA CO.
East of Winnipeg.

	Wholesale	R't'l
Brown Label, 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	80

LUDELLA.

In 30, 60 and 80 lb. cases. Black, Green or Mixed.

Blue Label 1s	0 20
Blue Label ½s	0 21
Orange Label 1s	0 23
Orange Label ½s	0 24
Brown Label 1s and ½s	0 28
Brown Label ¼s	0 30
Green Label 1s and ½s	0 35
Red Label ½s	0 40

MELAGAMA TEA.
MINTO BROS.

45 Front St. East.

We pack in 60 and 100-lb. cases. All delivered prices.

	Wholesale	R't'l
Brown Label, 1-lb. or ½	.25	.30
Red Label, 1-lb. or ½	.27	.35
Green Label, 1s, ½ or ¼	.30	.40
Blue Label, 1s, ½ or ¼	.35	.50
Yellow Label, 1s, ½ or ¼	.40	.60
Purple Label, ¼ only	.55	.80
Gold Label, ¼ only	.70	1.00

JAMS AND JELLIES.

T. UPTON & CO.

Pure Fruit Jams—Raspberry & apple, Strawberry and apple, peach and apple, plum and apple, red currant and apple, black currant and apple, cherry and apple, apricot and apple, gooseberry and apple, huckleberry and apple, fig and apple, 12 oz. glass jars, 2 dozen in case $1.00 per doz.; No. 2 tins, 2 dozen in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37 1-2c. per pail; No. 7 tin pails, 6 pails in crate, 52 1-2c per pail; No. 7 wood pails, 6 pails in crate, 52 1-2c per pail; 30 lb. wood pails, 7 1-4c. per lb.

Packed in assorted cases or crates if desired.

Pure Fruit Jellies — Raspberry, strawberry, black currant, red currant and pineapple flavors, 9 - oz. glass tumblers, 2 doz. in case, 95c per doz.; 12-oz glass jars, 2 doz. in case, $1.[illegible] per doz.; No. 2 tin, 2 doz. in case, $1.90 per doz.; No. 5 tin pails, 9 pails in crate, 37½c per pail; No. 7 wood pails, 6 pails in crate, 52½c per pail; No. 7, tin pails 6 in. crate, 52½c; 30-lb. wood pails, 7¼c per lb. Packed in assorted cases or crates if desired.

Pure Orange Marmalade — Guaranteed finest quality. 12-oz. glass jars, 2 doz. in case, $1.10 per doz.; 16-oz. glass jars, 2 doz. in case, $1.50 per doz.; pint sealers, 1 doz. in case, $2.25 per doz.; No. 2 tins, 2 doz. in case, $2 per doz.; No. 4 tins, 2 doz. in case, 35c per tin; No. 5 tins, 9 in crate, 42½c per tin; No. 7 tins, 12 in case, 57½c per tin; No. 7 wood pails, 6 in crate, 57½c per pail; 30-lb. wood pails, 8c per lb.

JELLY POWDERS.

WHITE SWAN SPICE AND CEREALS, LTD.

White Swan, 15 flavors, 1 doz. in handsome counter carton, per dozen	$0 90

List Price.

"Shirriff's" (all flavors), per doz.	0 90

Discounts on application.

YEAST.

White Swan Yeast Cakes, per case, 3 doz. 5c packages	1 15

ROYAL

BAKING POWDER

Absolutely Pure

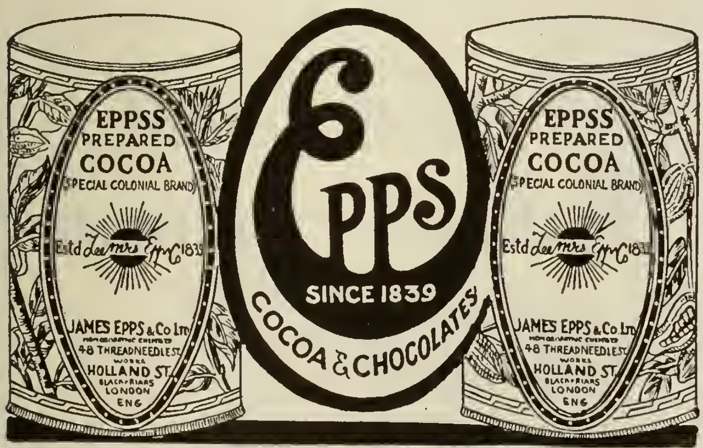
The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE



EPPS COCOA

"THE BEST EVER SINCE 1839"

EPPS COCOA IS MADE FROM THE FINEST SELECTED COCOA BEANS AND BY OUR SPECIAL PROCESS THE HIGHLY NUTRITIOUS BUTTER OR OIL CONTAINED IN THE NATURAL COCOA IS MADE SOLUBLE AND EASY FOR DIGESTION.

JAMES EPPS & CO., LTD. (LONDON, ENGLAND).
Canadian Address, 25 E. Front Street, Toronto.

Gentlemen :—Please send particulars of your SPECIAL OFFER and oblige.

Name ....

Address ....

Elgin Brand

Elgin Cured Meats are cured right

In the first place we use only the finest meats and cure them in a way that gives them an enticingly delightful flavor.

We absolutely guarantee our products to be the finest made.

Our dairy and poultry products are the best grade you can buy. Have you tried our rich old Canadian Cheese?

Send for Post Card Order Book.

It is very convenient.

The St. Thomas Packing Co.
LIMITED

Pork Packers and Provision Merchants, Pork, Pork Products and Beef, Butter, Eggs and Cheese.

ST. THOMAS, ONT.

Wholesale Branches at Windsor and London, Ont.
Let us send you one of our post card order books.

TUCKETT'S ORINOCO

--the tobacco that's just a little milder than "Tuckett's Myrtle Cut"

Every tobacco user in your vicinity knows "Myrtle Cut T. & B." and appreciates its delightful flavor. It has the largest sale in Canada, but has a close second in Tuckett's "Orinoco" which is no better, but just a little milder.

Stock up to-day with the favorite smoking tobaccos. Put up in tins and packages. Recommend them to your best trade.

TUCKETT LIMITED

Hamilton, Ontario

Quality Counts

DO YOU KNOW THAT OUR

BROOMS

ARE MADE TO BRING REPEAT ORDERS, AND THEY DO.

TRY THEM!

Walter Woods & Co.

Hamilton and Winnipeg

Pacific Coast Halibut and Salmon

FRESH AND FROZEN

Order your Pacific Coast Frozen Halibut and Salmon for next Winter's requirements from

The Canadian Fishing Company, Limited

VANCOUVER, BRITISH COLUMBIA

Write for prices and information.

We produce and ship all kinds of Pacific Coast Fish—Fresh—Frozen—Salt—and Smoked.

Quality and Service Unsurpassed

A MERRY CHRISTMAS AND A HAPPY NEW YEAR TO ALL OUR FRIENDS IN THE GROCERY TRADE IS THE WISH OF

THE "NUGGET"
WATERPROOF
BLACK POLISH
UNEQUALLED
TRADE REGIS MARK TERED
FREE FROM ACID OF ANY DESCRIPTION
PRESERVING LEATHER FROM CRACKING
FOR PATENT, GLACÉ KID, BOX CALF AND OTHER LEATHERS.
LONDON, S.E.
"NUGGET"

THE "NUGGET" POLISH COMPANY, LIMITED

9, 11 and 13 Davenport Road
TORONTO, ONT.

"TARBOX BRAND"

CHEMICALLY TREATED DRY DUSTING MOPS

Need no re-treating **before or after washing**—the treatment lasts as long as the Mop lasts. The coarse dirt and lint can be shaken out—every particle of dust sticks—until washed out with **hot water and soap.**

After washing the Chemical exudes just sufficient dampness for efficient dusting. **No oil or oil polish** to grease or smear floors or furnishings. May be used on walls and ceiling without the least danger of staining.

They leave painted and polished surfaces with the "sheen" so much appreciated by particular housekeepers on waxed floors.

Round, Flat, Circular, Triangular and **Brush-shapes**—In styles to please all.

"Tarbox Brand" may not be classed or compared with oil-soaked mops—(few women want their floors oiled every day, if ever). These goods are prepared for the daily dusting—**Dry Dusting** and leave the floor **dry**, not **mucked.** Our retail price list is base, from which jobbers can allow you 40%. Quick Western shipments may be obtained from

The illustrations show our new design of Circular and Triangular Mop construction.
The neatest, strongest and most up-to-date Dusting Mop construction on the market. Practically indestructible.

Circular shape, retail	**$1.00**
Triangular (¼ larger than the Circular)	**1.25**

WALTER WOODS & CO., Winnipeg, Man.

Manufactured by

TARBOX BROS., Toronto

AGENCIES: Vancouver Edmonton Montreal Glasgow, Scotland Leeds, England

John Wanamaker says that advertising doesn't jerk—it PULLS. He ought to know, and yet some men think that advertising should go against al lrules and precedents and jerk them to success with one tremendous yank.

OXO Cubes

"OXO WEATHER" is Here at Last

"OXO Weather" has been a long time coming—but it is here now. Snappy, biting cold, sends folks home with appetites longing for HOT OXO—Hot OXO SOUPS and BROTHS—hot OXO STEWS MEAT PIES and other nourishing, warming dishes.

OXO CUBES

are in keen demand now, and will be until hot weather comes again. And the OXO advertisements are appearing in all the leading newspapers and magazines to keep people constantly reminded of these famous cubes of concentrated meat goodness.

If you haven't handled Oxo Cubes before, stock them now and get the full benefit of the Oxo name—of the Oxo fame—the Oxo advertising—and the Oxo demand.

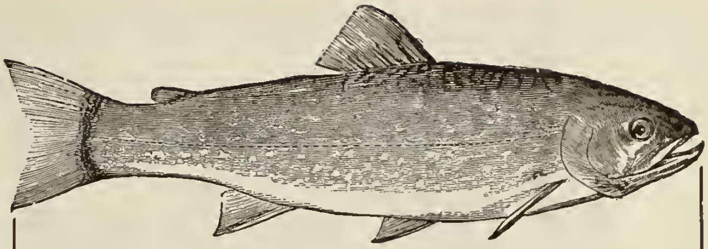
We'll ship your order by return if you wish. Write us for special terms to the trade.

Corneille David & Co.

Toronto Montreal
Winnipeg
St. John, N.B.

A Cube to a Cupful

OXO
CUBE
MADE SOLELY BY LEMCO & OXO LONDON, ENG.



A Fish 5 Minutes From the Water

cannot have a more real sea flavor than do the **Brunswick Brand Sea Foods.** The flavor is retained by the employment of the latest and most modern methods of preparing and packing—immediately after the fish comes from the water.

Brunswick Brand Sardines in oil, one of our leaders, is holding the foremost place among Canadian packed sardines. They sell at a moderate price and pay a good profit.

Our years of experience and large modern factories enable us to turn out sea foods as nearly perfect as can be made.

Our supplies are the choice of fishermen's catches, caught in the neighborhood of our factories.

Known and appreciated all over Canada.

OUR CHIEF SELLERS

¼ Oil Sardines	Kippered Herring
⅜ Mustard Sardines	Herring in Tomato Sauce
Finnan Haddies	Clams
(Oval and Round Tins)	Scallops

CONNORS BROS., LIMITED

BLACK'S HARBOR, N.B.

AGENTS:—Grant, Oxley & Co., Halifax, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. de Carteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Victoria, B.C.

Get in Line With the Wise White Swan Dealers

The dealer who carries White Swan products does not carry them on his shelves for long. He finds a quick demand for them and has the satisfaction of serving the contented customers at a handsome profit to himself.

Women appreciate the

"Surity of Purity"

of all White Swan products. We are not modest. We are telling the women of Canada just how good White Swan baking powder is. Get in line with this campaign.

White Swan Spices and Cereals, Limited

TORONTO

THE SECRET OF SUCCESSFUL BAKING!

"It all depends, madam, on the kind of baking powder you use.

"White Swan Baking powder makes every baking an assured success, because it is chemically pure and its materials are accurately combined by experts to give proper strength.

"You can always rely on White Swan to produce light, sweet, digestible and wholesome biscuits, cakes and pastry.

Scientific Reasons

Baking Powder is primarily a preparer of food, when mixed under proper conditions a chemical reaction takes place, giving off a leavening gas. The residue left in the food you eat is not the original baking powder, but an entirely new substance.

In cream of tartar baking powders, the residue in the food is 70% of its weight Rochelle Salts, which are [illegible] and harmful to the system when taken this way.

White Swan Baking Powder is a phosphate, leaving only a 30% residue, which is a fibrous bone building substance—recommended by authoritative physicians as the best baking powder for kitchen use. Order it from your grocer—in 10c or 25c tins.

White Swan Spices & Cereals Limited, Toronto 1

COOK'S FRIEND BAKING POWDER

on the market for over 50 years. Only best quality ingredients used—contains no alum.

If you want your customers to come back and send their friends, give Cook's Friend all the prominence you can.

Ask Your Wholesaler

W. D. McLaren, Limited, Montreal

"ZIP"—the hands are clean

It takes but a moment to clean the hands with ZIP. Thoroughly removes grease, ink, dirt, etc., without the slightest injury to the skin.

It will pay you to get "Zip" into your sales, for it's just "Zip" and your profits go up.

Ask us about our premium plan. It increases sales all along.

The Zip Mfg. Company, - Sutton, P. Q.

AGENTS:—R. E. Boyd & Co., Montreal; The Harry Horne Co., Toronto; Leadley & Company, Winnipeg; A. Francois Turcot, Quebec, Que.; C. O. Genest & Fils, Sherbrooke, Que.

John Duncan & Co.

Montreal

TEAS

of all grades from every tea producing country in the world.

Ask us for Samples.

ZEBRA

STOVE POLISH

They come more often for it

when they know its virtues. This is because Zebra Stove Polish is a paste, ready for use. No need to dissolve Black Lead in pots, no dirt, no mess. Just a touch on a cloth, a few rubs and it is done. Tell your customers this, its worth doing—for them and for you.

HIRONDELLE

(Swallow Brand)

The brand of Canadian Macaroni, Vermicelli, Spaghetti, etc., that is unsurpassed by any imported.

All dealers should satisfy themselves on this point by asking their wholesalers.

The price for both dealer and customer is right, while the profits are excellent.

C. H. Catelli Company, Limited
MONTREAL, CANADA
Mr. C. C. Mann, 517 Board of Trade Bldg
Toronto, Can., Agent for Province of Ontario

A SLIGHT DIFFERENCE

in price on a cheap article like

SAL SODA

should not count when quality is considered

BRUNNER, MOND & CO.'S
ENGLISH SAL SODA

Is the PUREST, contains LEAST MOISTURE and therefore GOES FURTHEST of any Washing Soda Sold.

WINN & HOLLAND, LIMITED
SOLE AGENTS
MONTREAL

Buyers' Guide

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples.

Ingersoll, - - - Ontario.

Established 1886.

COMTE'S

Satisfaction and profits with every sale, We want more agents. Write

Augustin Comte & Co.,
Limited, P. O. Box 2963, MONTREAL

COFFEES

AGENTS

COCO-BUTTER Here's a line that will prove profitable. It is 100% pure vegetable fat; never goes rancid. More economical than butter and lard, and IT IS LIKED.

COLONIAL COCO-BUTTER LIMITED
MONTREAL

The

CONDENSED AD.

PAGE

WILL INTEREST YOU

When writing advertisers, kindly mention having seen the ad. in this paper.

FRUIT PULPS

of all kinds
Bitter Oranges for Marmalade.
Sole agents for the finest Sicilian peels in Brine.

F. KESSELL & CO.
7-8 The Approach London Bridge
London, England

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, Manager

WRITE TO
10 Garfield Chambers, Belfast, Ireland, for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

EGG FILLERS

12-DOZ. EGG CASES

The Trent Mfg. Co., Limited
Trenton, Ontario, Canada

ALLISON COUPON BOOKS

cost so little that we can't send a salesman to see you about them. That means, however, that you have nothing to pay but the actual cost of the books, AND THEY PAY FOR THEMSELVES MANY TIMES OVER. So Allison Coupon Books are not an expense. Rather it costs you money if you DON'T have them.

How They Work

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front, which becomes, then, his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For Sale by the Jobbing Trade Everywhere.

Manufactured by

ALLISON COUPON CO.,
Indianapolis, Indiana U.S.A.

GRATTAN & CO., LIMITED
ESTD. 1825
The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada
EMERSON, BAMFORD CO.
842 Camble Street VANCOUVER, B.C.

HOLLAND RUSK

is not an article that will be tried and disused after one day. It has real merit and it will be well worth your while to push it.

HOLLAND RUSK COMPANY
HOLLAND, MICH.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a Want Ad. in this paper.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c, for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

WANTED

WANTED — RELIABLE REPRESENTATIVES for different territories to handle Mackintosh's Famous Toffee. State experience and lines now handling. Apply Capitol Toffee Co., Ottawa, Ont.

APPLES — WANTED, A GOOD APPLE agency for Newfoundland. Quote prices f.o.b. Halifax or Montreal. Can satisfy you as to connection and references. Advertiser, Box 1131, St. John's, Newfoundland.

WANTED—BY AN OLD ESTABLISHED packing house, travellers on commission, on ground north of the old Grand Trunk, Toronto to Sarnia, to Owen Sound, and between Toronto and Lake Huron, and ground east of Belleville to Montreal and north of Pembroke with the exception of the city of Kingston. Apply Box 40, Canadian Grocer, 143 University Avenue, Toronto.

FOR SALE

WELL ESTABLISHED GROCERY AND meat business for sale—Owner retiring from business. Turning stock twice every month. Trade rapidly increasing. Catering to high-class residential trade. One of the best cities in Western Canada. Population over 60,000. This is golden opportunity. Address Box 38, Canadian Grocer, 143 University Ave., Toronto.

FOR SALE—GENERAL STORE, ESTABLISHED 52 years, new store, new barn, good house. Stock $3,000, turnover $12,000, post office over $100. 4½ miles to M.C.R., 7 miles to Hagersville. Book accounts always under $500. Possession given at once. R. J. Thomas, Hartford, Ont.

SITUATIONS WANTED

TEA SALESMAN REQUIRES POSITION IN brokers or wholesale firm; twenty years' experience; nine years with present employers. Box 37, Canadian Grocer.

SPECIALTY SALESMAN WITH LARGE connection in Maritime Provinces open for engagements. Apply Box 39, Canadian Grocer, 143 University Avenue, Toronto.

AGENCIES WANTED

NEWFOUNDLAND — MANUFACTURERS' agent with first-class connection and references requires agencies for groceries, food stuffs, jams, jellies, etc. Want particularly agency for canned blueberries. Can place your goods if prices are right. Address, in first instance, with full particulars, Advertiser, Box 1131, St. John's, Newfoundland.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letter-forms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St., Toronto.

ACCURATE COST KEEPING IS EASY IF ou have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

Your card in our MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY pages will keep you in touch with every manufacturer at home and abroad, who is looking for agents to represent him in Canada.

Many of the best British and foreign agencies in Canada have been secured through the cards on these pages.

One of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

AS A STEALY SELLER
MAPLEINE

is classed with the staple flavors. It ranks high in popularity.

Order from your Jobber, or Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont.; Mason & Hickey, 287 Stanley St., Winnipeg, Man.

The Crescent Mfg. Co.
SEATTLE, - WASH.

When writing advertisers, kindly mention having seen the ad. in this paper.

Don't be satisfied with selling ordinary Pot and Pearl Barley—

Ordinary barley will not give that high degree of quality or satisfaction to the customer, or the good profit and good selling satisfaction to the dealer. Why then bother with the ordinary? Get a stock of the real John MacKay Medicated Pot and Pearl Barley, the Standard of the World.

Every bag bears the name John MacKay, with the Highlanders' Head. Accept no other. Order from your wholesaler or direct. Every bag guaranteed or your money back.

John Mackay, Ltd.
Bowmanville, Ont.

Shirriff's True Vanilla

The Old Reliable Line

Grocers never have to offer an apology for Shirriff's True Vanilla. It is always right—always satisfies the customer. This old reliable extract stands to-day supreme in flavor, boquet and strength, the same as it has done for over thirty years. There is real satisfaction for the grocer in selling such an article—especially when there is a good profit on every sale, and the demand is greater than any other vanilla extract sold in Canada.

Imperial Extract Co., Toronto

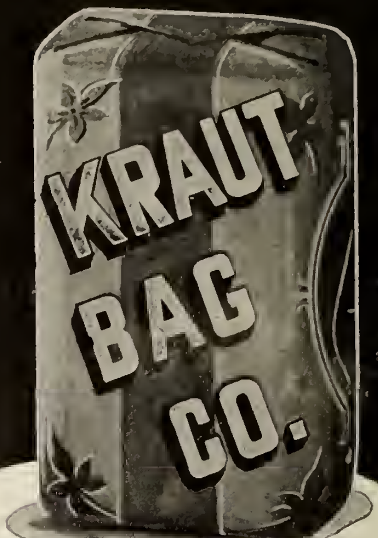
Don't Overlook a Good Quality Trade

People will deal at your store regularly, provided you can supply their wants. One of them surely is CARR'S BISCUITS, and no better or surer article could you find to cinch their business. It's the quality that is unequalled. Try a stock.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn Montreal and Toronto; Hamblin & Brereton, Limited, Winnipeg, Man., and Vancouver, B.C.; T. A. MacNab & Co., St. John's, Newfoundland.

TO THE COFFEE & TEA TRADE



Use Fancy Paper Bags

Adolph Kraut Co.

57 Warren St. New York.

We lead again!

Now watch the others copy our new container

The orignal pure fruit and apple jelly jam.

The new original container for L. & B. jams.

BANNER L&B BRAND was the first Pure Fruit and Apple Jelly Jam on the market, and we are again leading with the new style of container for Jams. This container gives the consumer excellent value and leaves the grocer a handsome profit.

L. & B. Banner Brand Jams, Jellies and Marmalades are absolutely pure, and contain no glucose. They are made of fresh ripe fruit and best granulated sugar.

All lines of fruit will be put up in the new glass, including also Pure Orange Marmalade, and will be packed in cases of 2 doz. each.

A mighty good Jam and a mighty good seller.

Get your order in now for a supply of the new pack.

LINDNERS LIMITED

340 Dufferin St., TORONTO

Phone Parkdale 2985

REPRESENTATIVES:

The Amos B. Gordon Co., Toronto; Watt, Scott & Goodacre, Montreal; H. D. Marshall, Ottawa, Ont.; C. A. Munroe, St. John, New Brunswick; W. H. Lyne Usher, Halifax, Nova Scotia and Prince Edward Island; H. Donkin & Co., Vancouver; W. L. McKenzie & Co., Edmonton and Regina; H. M. Jackson, Calgary; Western office at Winnipeg.

Imported Biscuits

There are THREE ESSENTIALS in purchasing imported biscuits;—

Quality
Freshness
Service

Our quality is the finest.
Our tins are hermetically sealed.
Our agents are progressive and obliging.

McVitie & Price, Limited

Biscuit Manufacturers
EDINBURGH (SCOTLAND)

AGENTS:

Manitoba and Saskatchewan.
RICHARDS & BROWN, James Street, WINNIPEG

Alberta
CAMPBELL, WILSON & HORNE, Limited, Calgary, Edmonton and Lethbridge.

British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St., VANCOUVER.

BUY

"Redona" and "Matador"

SHELLED

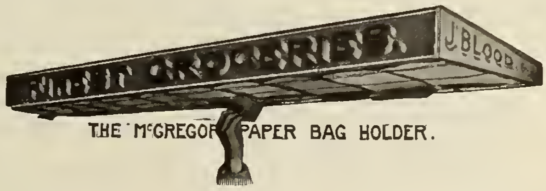
ALMONDS

The most popular amongst the Grocery and Confectionery Trades

COSMELLI & COMPANY

Packers and Shippers of the well-known Red "C" and Red "B" Fruit Pulps.

Monument Buildings, London, England



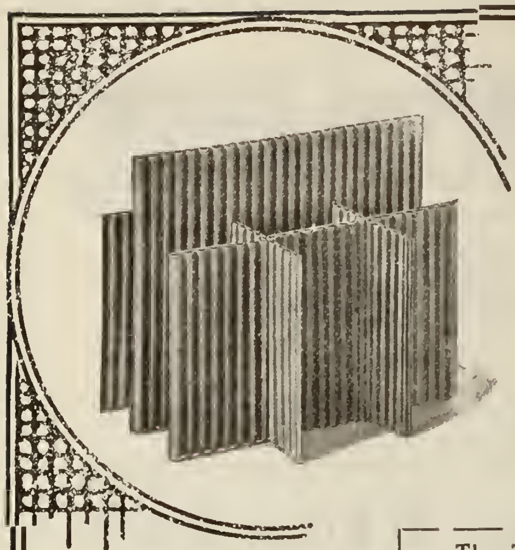
THE McGREGOR PAPER BAG HOLDER.

HOLDS EVERY SIZE BAG FROM ¼ TO 10 LBS.

hangs right above the counter ready for use. Saves time, space and waste in bags. No hole punching or any extra trouble whatsoever, simply lay the bags in their respective compartments. Quicker service a certainty. No up-to-date store should be without one.

Selling Agents for Canada:
KILGOUR BROS.
21-3 Wellington St. W., Toronto

O. P. McGREGOR
Patentee and Manufacturer
411 Spadina Ave., Toronto



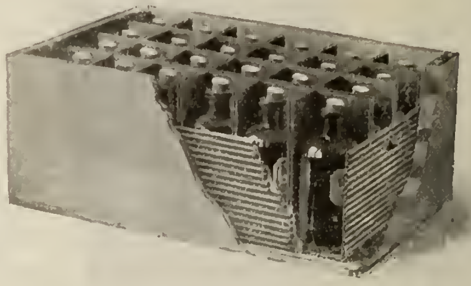
Corrugated Partition Packing

FOR THE SHIPMENT OF BOTTLES, ETC:

The old time saw-dust method of packing bottles, jars, etc., is fast becoming extinct in the best preserving and canning factories. The corrugated paper partition packing is the best insurance against breakage, allows of easier packing, saves labor and muss for both the shipper and the consignee.

T. & N. Corrugated Boxes are used for all kinds of shipping. Send a sample case at our expense and we will return it to you packed in our goods.

The Thompson & Norris Co.
of Canada, Limited
Niagara Falls, Ontario
Send further particulars :
Name........................
Address......................
C.G.



The Thompson & Norris Co. *of* Canada *Limited*

NIAGARA FALLS, ONTARIO

BROOKLYN, N.Y. BOSTON, MASS. BROOKVILL, IND. LONDON, ENGLAND JULICH, GERMANY

German Mustard

"Duesseldorfer Senf"

Absolutely the best. Unrivalled by any French or English mustard. A fast seller. Put up in cases containing two dozen crock—ten cent size.

Ask your wholesale dealer or write to

Canadian Product & Importing Co.
Berlin - Ontario

D. & J. McCALLUM

PERFECTION SCOTCH

Every dealer knows that these two words represent the finest grade Scotch Whisky made. They represent good round profits and perfect satisfaction to the consumer. McCallum's "Perfection Scotch" wins friends everywhere.

Wm. E. McIntyre, Limited
General Agent
23 Water Street, St. John, N.B.

The Money Market

GENERAL BUSINESS CONDITIONS.
REAL ESTATE, BOND AND STOCK DEVELOPMENTS
are discussed every week in

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TORONTO - - - CANADA

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Only three weeks till Christmas

Look over the following list. Don't wait till the last minute. Get your supplies now. These are fresh goods and will sell.

Dried Fruits

Thousands of assorted packages as following:

Cleaned Currants

36 1-lb. packages to case. Loose 25 and 50-lb. boxes.

Valencia Raisins

4 crs. layers 28 lb. F.O.S. 28 lb. boxes.
Finest selected 7, 14, 28-lb. boxes.

Cleaned Sultana Raisins

36 1-lb. packages to case. Loose 25 and 28-lb. boxes.

Malaga Table Raisins

EMPRESS, PRINCESS, DUCHESS, COUNTESS.
In 1-lb. bundles. In 5½-lb. and 22-lb. boxes.

California Muscatel Raisins

2, 3, 4 crowns in 50-lb. boxes.

California and Oregon Prunes

From 30|40 to 90|100 in 25-lb. boxes.

Golden Hallowee Dates

30 1-lb. packages to case. Loose 60-lb. boxes.

Figs "Camel" Brand

LAYER, 4, 6, 7 crowns, in 10-lb. boxes.
UMBRELLA, 8 crowns, in 10-lb. boxes.
GLOVE BOX in 16 oz.
NATURAL in bags of 60 lbs.

Evaporated Fruits

Apples in 25 and 50-lb. boxes.
Pears in 25-lb. boxes.
Peaches and Apricots in 25-lb. boxes.

"Peels"

Lemon, Orange, Citron, in 7-lb. boxes.
Cut 240 ½-lb. packages to case.

Shelled Nuts

Walnuts in 55-lb. boxes, **Almonds** in 28-lb. boxes.
Nuts: Tarragona, Brazil, Filberts, Grenoble (Mayette), Marbot, Pecans, large.
Peanuts: "Coon" "G" "Bon Ton" green and roasted.

Write, Telephone, Telegraph.

Laporte, Martin, Limitee

568 St. Paul St., - Montreal

Telephone Main 3766

A Leader For Xmas—

Just the thing to help your Tea Trade.

A fancy tin containing 5 lbs. High Grade **TEA** With a handsome 3 piece China Tea Set FREE.

Retails at 50c per lb.

This is a high-grade blend—full—50c value If sold without the premium, could not be sold at any less than what we are offering it. Packed complete.

1 Tin Tea and China Tea Set, $1.65 per tin

Our Stock is Limited— ORDER AT ONCE

We Offer 60 Only China Tea Sets

3 pieces—Tea Pot, Sugar Bowl and Cream Jug—filled with high-class chocolates at 90c set.

Both lines will sell like "hot cakes" for Christmas Trade.

EBY-BLAIN, LIMITED

WHOLESALE IMPORTING & MANUFACTURING GROCERS
Coffee Roasters, Spice Millers and Tea Blenders to the trade
CORNER FRONT and SCOTT STS. TORONTO, CANADA

$3.00

or a little more, invested to-day in a supply of fish will form the nucleus of one of the best paying departments in your store.

Fish

If you once handle our lines you can count on all your customers being satisfied. They will advertise your store strongly and help to build up your business.

Our fish come out of the water like everybody else's, but the treatment they receive after reaching the plant makes them specially good stock for the retailer.

Ocean Brand

HADDIES KIPPERS BLOATERS FILLETS

These are just a few of the good sellers at this time of the year. Ask your wholesaler or write us direct.

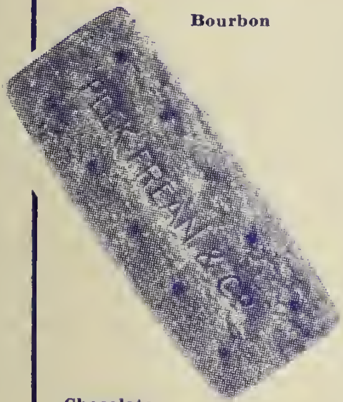
NORTH ATLANTIC FISHERIES LIMITED MONTREAL

The Connaught

A Princely Biscuit

Pat-a-Cake

Bourbon



Chocolate Sandwich

Ye Billiken

P. F. Short Cake

biscuits from across the "brine"

Peek, Frean **P.F.** London

Peek, Frean's Biscuits are the most toothsome of all. :: ::

Have you tried the famous P.F. Short Cake?

Proof of the popularity of this delicious biscuit is in the fact that about 325,000,000 were sold the year of its introduction. The delightful crispness, the genuine old time short cake flavor and the richness of quality not only sell the first order, but ensure continued demand.

The Connaught

P. F.'s latest introduction—a delicious biscuit—good design, popular name, attractive flavor, striking label. About 48 to the lb. All P. F. Biscuits are shipped in hermetically sealed tin boxes, are always oven fresh. A postal to-day to any agent will bring samples of these lines.

PEEK, FREAN & CO., Limited
Biscuit Manufacturers
LONDON, ENG.

AGENTS: British Columbia—The W. H. Malkin Co., Ltd., Vancouver; Alberta, Manitoba, Saskatchewan, Ruttan & Chipman, Fort Garry Court, Winnipeg; Ontario, The Harry Horne Co., 309-311 King St. W., Toronto; Ottawa and Eastern Canada, Frank L. Benedict & Co., 45 St. Alexander St., Montreal.

Five Roses Flour

Not Bleached **Not Blended**

WE QUOTE:

Truro, N.S., Nov. 10, 1913.

> "I have heard a great lot about your "wonderful cook book from a friend "and would be more than pleased to "get one. I am keeping a boarding "house and have thirty-two boarders. "I have used your flour for TEN "years and would not use any other."
>
> Mrs. Leonard D. MacKenzie,
> Carvell Hall, Truro, N.S.

THIRTY-TWO boarders in one house means thirty-two chronic kickers. When you have found a flour that satisfies the infinite demands made upon it by a hungry boarding-house which must keep pleasing its patronage to exist, and when this flour satisfies for years, what greater proof could YOU ask, Brother Grocer?

Unsolicited, mind you, besides enclosing actual money for the FIVE ROSES cook book, Mrs. Leonard D. MacKenzie, of Truro, says she for one will buy no other flour but FIVE ROSES.

There are in Canada thousands of women urging their friends to use FIVE ROSES for every imaginable purpose. Why not turn into actual dollars and cents this loyalty which FIVE ROSES inspires?

Ask your jobber or write nearest office.

PACKED to suit all requirements in bags of 7, 14, 24, 49 and 98 pounds; also barrels of 98 and 196 pounds.

LAKE OF THE WOODS MILLING CO., LIMITED

Montreal Toronto Ottawa London St. John
Keewatin Winnipeg Vancouver

"The House of Character" *Capacity 11,500 bbls.*

IN THIS ISSUE—ARTICLE ON STOCKTAKING

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII. PUBLICATION OFFICE: TORONTO, DECEMBER 12, 1913 No. 50

The "Get a Receipt" Plan Benefits

Merchant

The "Get a Receipt" Plan Benefits Me Because:

1. I get a receipt for all goods sold, and get all the money for these goods;
2. It enables me to give quick service to customers;
3. It gives me a positive control over my business;
4. It tells me which is my most valuable clerk;
5. It prevents misunderstandings with customers and thereby increases trade.

Clerk

The "Get a Receipt" Plan Benefits Me Because:

1. I get a receipt for having handled each transaction correctly;
2. It enables me to wait on more customers and establish a better selling record;
3. It proves my accuracy, honesty and ability;
4. It prevents disputes with customers;
5. It teaches me to place the correct value on money and to handle it accordingly.

Besides the merchant and clerk, the "Get a Receipt" plan benefits customers.
Stores using the "Get a Receipt" plan can give quick service to their customers.

The receipt issued by the National Cash Register protects customers against mistakes; furnishes proof of what servants and children spend when sent to the store; prevents mistakes on charge accounts.

This result is a satisfied trade, which is the best advertisement for your store.

Every merchant can give better service to his customers, increase the efficiency of his clerks and get more net profit for himself by using the "Get a Receipt" plan.

WRITE FOR MORE INFORMATION
THE NATIONAL CASH REGISTER COMPANY, 285 YONGE STREET, TORONTO
CANADIAN FACTORY, TORONTO

TWENTY-SEVEN
GOLD MEDALS

AND FIRST CLASS
DIPLOMAS

BY APPOINTMENT

CHIVERS & SONS, LIMITED

PURVEYORS OF

WHOLE FRUIT JAMS, JELLIES

AND

CANNED ENGLISH FRUITS

TO

HIS MAJESTY THE KING

Highest Awards (Grand Prix) for Canned English Fruits, Brussels (1910). Turin and London (1911) International Exhibitions

FRUIT PLANTATIONS AND WORKS:

HISTON - CAMBRIDGE - ENGLAND

For samples and quotations apply to the agents:

THE W. H. MALKIN CO., Limited
57 Water Street,
VANCOUVER, B.C.
(British Columbia and Alberta)

FRANK L. BENEDICT & CO.
45 St. Alexander Street
MONTREAL
(Canada and Newfoundland)

Goods that will help you PULL

The lines advertised on this page are standard trade-marked goods, backed with a reputation for high quality and purity. They pull steady sales and profits for the dealer, and make better satisfied customers. Let reputation guide you in your stock purchases and not substitution.

"Stower's"

Lime Juice Cordial

is a most wholesome and delicious drink. It is sweetened to suit the most fastidious. No hunting for sugar. Only water must be added. Just what your customers will like.

Codou's

Macaroni. Vermicelli, Etc.

Finest Taganrog Russian Wheat—the only wheat from which the finest quality of Macaroni can be made, is used in the manufacture of the Codou Products. They are most toothsome and tender. Genuine French Products made by Felix Codou.

"Taylor's" Peels

(Candied or Drained)

These peels of either Orange, Lemon or Citron represent the height of high quality. They are not hard or dry. The essential oil of the imported fruit skins is full retained, ensuring fullest flavor and tenderness.

It will pay you to try these quality lines.

Arthur P. Tippet & Co.

AGENTS

Montreal -:- Que.

Put Catsup to the front during the Holiday season

Good meals are in order during the Christmas and holiday season, and a real genuine tomato catsup will add considerably to making a more appetizing and delicious dinner.

E.D.S. GENUINE TOMATO CATSUP

will prove a big seller just now, and dealers will do well to include it in their displays.

E. D. S. Catsup is absolutely pure. Made from whole, ripe, sound tomatoes, best spices and sugar. No preservative or artificial coloring used whatsoever.

E. D. S. is the better quality catsup that makes for larger sales.

Stock and display.

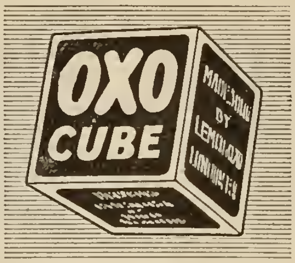
Made only by

E. D. Smith & Son
Limited
Winona, Ontario

AGENTS:

NEWTON A. HILL	Toronto
W. H. DUNN	Montreal
MASON & HICKEY	Winnipeg
R. B. COLWELL	Halifax, N.S.
J. GIBBS	Hamilton

E D S


OXO
CUBE
MADE SOLELY BY LEMCO LONDON

"Hot Oxo"

By day and by night, your customers see the slogan "HOT OXO" on store windows and over store fronts—on the bill boards and in the street cars, newspapers and magazines.

"HOT OXO" has become the national winter drink of Canada. Thousands of

OXO CUBES

will be used every day for making delicious, nourishing, steaming drinks for cold days.

And thousands of cooks will use OXO CUBES for Soups. Broths, Stews, Meat Pies and other savory dishes.

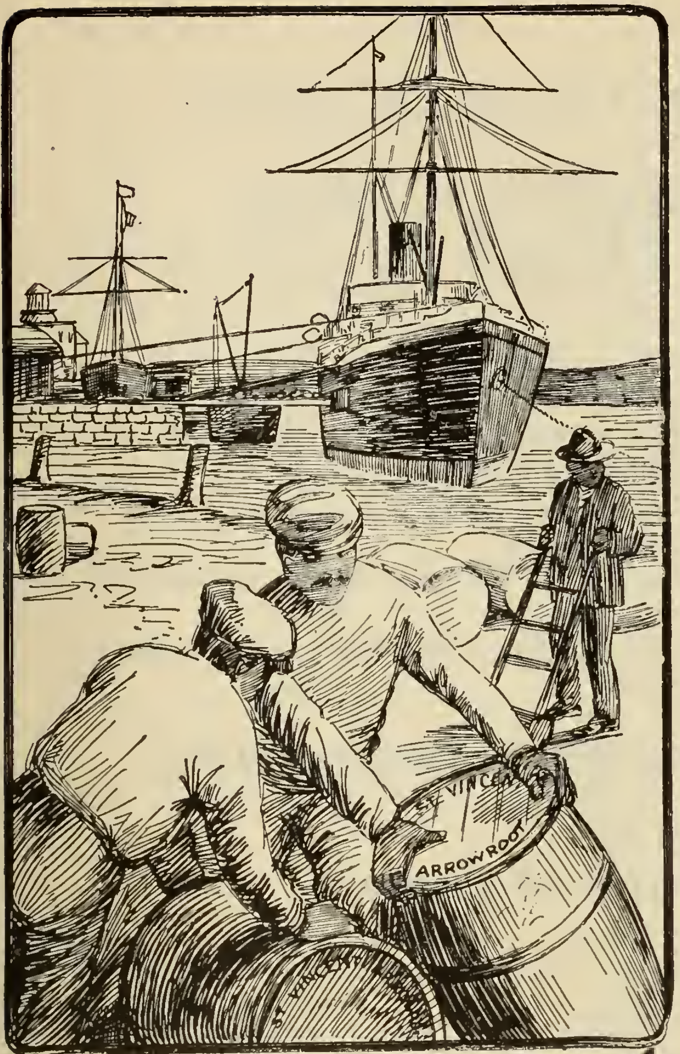
OXO CUBES have made good. Oxo advertising is making sales easy for dealers who push OXO Cubes.

If you didn't handle Oxo Cubes last winter, stock them now and get all the benefit of the OXO advertising campaign.

We'll fill your order by return if you like. Write us for special terms.

Corneille David & Co.

Montreal Toronto Winnipeg St. John, N.B.



FOR A CENTURY OR MORE

St. Vincent has shipped the bulk of the world's supply of Arrowroot, because **St. Vincent Arrowroot** is the best.

As a household staple it has made for itself a place in many homes; its wholesome and nutritious qualities make it a healthful food and a blessing for the youngsters, the aged, and the invalid.

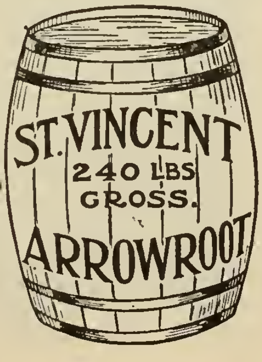
The large variety of delightful dishes into which it can be made explains the "why" of its popularity. It is very easily digested.

Acquaint your trade with the fact that you have **St. Vincent Arrowroot** and your sales will be large.

For information and samples write J. Elliott Sprott, Secretary.

ST. VINCENT ARROWROOT GROWERS AND EXPORTERS' ASSOCIATION

KINGSTOWN B. W. I.



3 of

BORDEN'S

that have stood all food tests

Dealers who feature and recommend these lines meet with unqualified success, both as to profits and customer satisfaction.

Eagle Brand Condensed Milk is highly recommended for infant feeding, and is the ideal milk for table use.

Reindeer Brand Coffee is a combination of pure, full cream milk, sugar and the best mocha coffee, makes a delicious and handy beverage for the household and other uses.

St. Charles Brand a perfect evaporated milk, unsweetened. For all household cooking and baking purposes. Can be beaten to a froth. St. Charles evaporated milk will satisfy your most particular trade.

Borden Milk Co., Limited
"Leaders of Quality"
MONTREAL
Branch Office: No. 2 Arcade Building
Vancouver, B.C.

Size up your stock of groceries for pre-Christmas selling

OUR RANGE IS COMPLETE

As December wears down the one day of the year draws closer, the demand for fancy groceries of all kinds increases. We carry a most complete assortment of groceries for the pre-Christmas trade.

Sort up your stock now. Write our nearest office.

Campbell, Bros. & Wilson, Ltd.
WINNIPEG (Established 1882)

Campbell, Wilson & Adams, Ltd.
SASKATOON

Campbell, Wilson & Horne, Ltd.
CALGARY, EDMONTON, LETHBRIDGE

Campbell, Wilson & Strathdee, Ltd.
REGINA

Wholesale Grocers and Importers

Packers of

Royal Shield Brand of Goods

Make Money Out of Baled Waste Paper

Any retail merchant and general storekeeper, large or small, can make money out of

SCHICK'S
All Steel
BALING PRESS

For Waste Paper

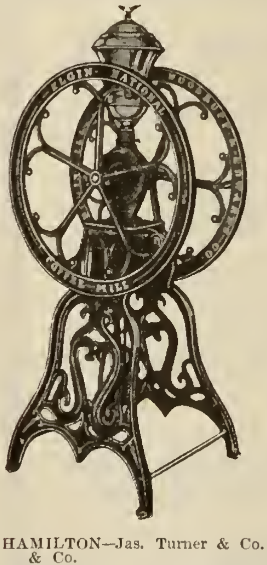
It quickly and easily makes bales weighing 150 pounds, measuring 18x20 x33 inches. One boy can operate it in odd times.

And you get two advantages from it—(1) baling waste paper greatly reduces fire risk and often gives you a lower insurance rate; and (2) it fixes it so that you can sell it. There is always a market for baled waste paper.

Write for prices and **Discounts shown in Catalog No. 9.**

DAVENPORT MFG. CO., Davenport, Iowa, U.S.A.

The Elgin Coffee Mill



Is made in all styles and classes to suit all requirements.

THE FIRST COST IS THE ONLY COST

The saving in the initial expense is only the beginning — there is no overhead expense for operation. A few turns and the coffee is ground, runs easily, grinds perfectly.

Ask any of these jobbers for our illustrated catalog.

HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.; R. B. Hayhoe & Co.
MONTREAL—The Canadian Fairbanks Co. (and branches).
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co., Dearborn & Co.
WINNIPEG—Blue Ribbon, Limited (and branches); **The Codville Co.** (and branches).
REGINA, SASK.—Campbell, Wilson & Strathdee, Ltd.
SASKATOON—Campbell, Wilson & Adams, Ltd.
EDMONTON, ALTA.—The A. MacDonald Co.
CALGARY—Campbell, Wilson & Horne, Ltd., and P. D. McLaren, Ltd.
FERNIE, B.C.—The Western Canada Wholesale Company, Ltd.
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.; Kelley, Douglas & Co., Ltd.; Empress Manufacturing Co.

MADE BY **Woodruff & Edwards Co.**
ELGIN, ILL., U.S.A.

Sell "Simcoe"

the brand of Baked Beans that is 100% pure food—that gives 100% satisfaction.

Don't fail to call your customers' attention to the highly important fact that the high cost of living does not apply to Simcoe Baked Beans. One tin contains enough beans for an entire family.

Progressive Canadian grocers are selling more Baked Beans than they ever did before. These grocers have found it to be a very profitable policy to push hard our SIMCOE BAKED BEANS. They are hand-picked beans, oven-baked, and solidly packed under sanitary conditions. Can be had either plain or with chili or tomato sauces. They are 100% pure food and give 100% satisfaction to your patrons.

Dominion Canners

Limited

HAMILTON, CAN.

What's as slow as molasses in winter?

Slow-running molasses is an impediment to the progress of business in the Grocery store. Customers are kept waiting and much valuable time and profits are lost by waiting for the measures to fill and the frequent "run-overs."

Enterprise Pumps and Measuring Faucets

have solved the molasses problem. The syrup is correctly measured and forced into the jar or jug in lightning time. They will draw a gallon of molasses in one minute in cold weather. They are absolutely accurate and will stand the wear and tear of daily service. Send for the Enterprise Catalog on Measuring Pumps, Meat and Food Choppers, Coffee Mills, Beef Slicers, Fruit Presses, Etc., Etc.

The Enterprise Mfg. Co. of Philadelphia,

Patented Hardware Specialties

Philadelphia, U.S.A.

[illegible] 540 Golden Gate Ave.
SAN FRANCISCO

29 Murray Street
NEW YORK

176 North Dearborn Street
CHICAGO

CULTIVATE

a better knowledge of, and consider the wishes, habits and tastes of your customers, and it is an axiom they will cultivate you. As a policy this naturally involves the selling of

GIPSY Stove Gloss

which, of all other stove polishes, has proved most acceptable to discriminating users.

HARGREAVES (CANADA,) LIMITED,
33 Front Street, E. TORONTO.
Western Agents: For Manitoba, Saskatchewan & Alberta: Nicholson & Bain, Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia & Yukon Creeden & Avery, 118, Homer Arcade, Vancouver, B.C.
ASK YOUR JOBBER!

Fresh Juicy Pickles ROWAT'S

Carefully packed in pure vinegar. Every bite is a delight. Most of your customers know this; the others will just as soon as you stock and display these profit-makers.

Rowat & Co.

Glasgow, Scotland

CANADIAN DISTRIBUTORS

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

In the Goods and in the Packing

are found those qualities which have given Canadian sea foods so wide a market and the turnover, heavy though it is, is annually growing.

No brand is so widely called for as the

Brunswick Brand

Our supplies—the choice of the fishermen's catches, together with long experience and modern equipment, we are enabled to turn out the most perfect that can be made.

Our plans always have been to co-operate with the wholesaler and retailer and to give the consumer a good article at a fair price.

Just look over your Stock, Mr. Grocer, and see what "CONNORS" lines you are short. Then order — here is a partial list:—

¼ Oil Sardines
⅜ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams
Scallops

CONNORS BROS.

Limited

Black's Harbor, N.B

AGENTS:—Grant, Oxley & Co., Halifax, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. de Carteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Victoria, B.C.

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
HERRINGS IN TOMATO SAUCE
Breakfast Delicacy
CONNORS BROS LTD
Diploma awarded at St John Exhibition 1890
THEY SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED

Tartan BRAND
THE SIGN OF PURITY

IN STORE—

Full assortment of Mediterranean and California Dried Fruits, Nuts, etc. Prunes, Figs, Dates, Malaga, Valencia and Sultana Raisins, Thompson Seedless, Seeded Muscatels, Fancy French and Italian Glace and Crystallized Fruits, and Canned Goods.

'Phone at our expense a trial order. We solicit your inquiry.

TARTAN Brand Groceries, Spices, Canned Goods are trade winners.

BALFOUR, SMYE & CO., Wholesale and Manufacturing Grocers **HAMILTON**

OLD CALABAR

DOG AND PUPPY BISCUITS

Agent—KENNETH H. MUNRO, Montreal

BUY

STARBRAND

Cotton Clothes Lines

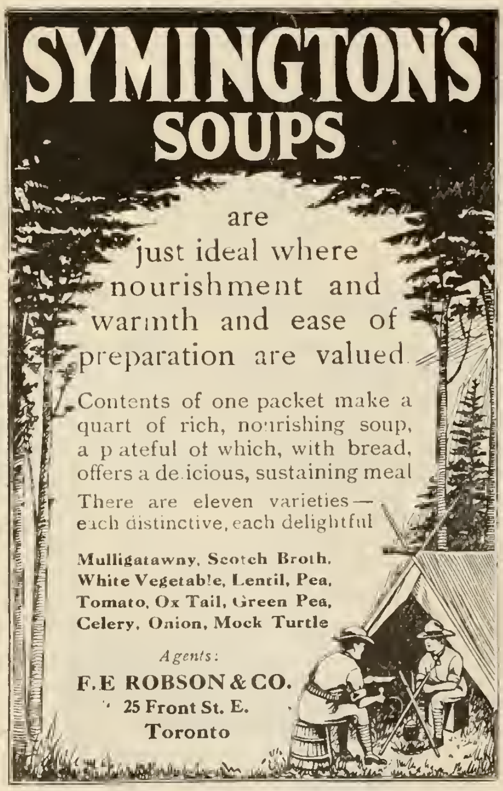
AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM



SYMINGTON'S SOUPS

are just ideal where nourishment and warmth and ease of preparation are valued.

Contents of one packet make a quart of rich, nourishing soup, a plateful of which, with bread, offers a delicious, sustaining meal

There are eleven varieties—each distinctive, each delightful

Mulligatawny, Scotch Broth, White Vegetable, Lentil, Pea, Tomato, Ox Tail, Green Pea, Celery, Onion, Mock Turtle

Agents:

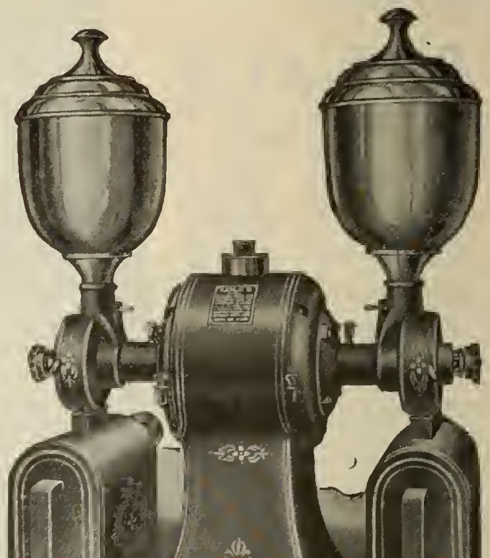
F.E ROBSON & CO.
25 Front St. E.
Toronto

More Than Ever in a Class by Itself

One of our 12 new models. Wouldn't it be a good idea then to look into the Coles? It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



COLES MANUFACTURING CO
1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

Anglo-British Columbia Packing Co., Ltd.

H. BELL-IRVING & CO., Limited, Agents, VANCOUVER, B.C.

Sockeye

Sockeye

SALMON

Buy—

SOVEREIGN BRAND

HOLLY LEAF BRAND

THE FINEST GRADE OF SOCKEYE SALMON

Any of these firms will supply you

Continental Germ-Proof Grocery Bags

Reinforced Automatic Opening,
Square bottoms.

Guaranteed by the manufacturer

DISTRIBUTORS:

ONTARIO—The Continental Bag & Paper Co., Ltd., Ottawa and Toronto. Walter Woods & Co., Hamilton.
MANITOBA, ALBERTA, SASKATCHEWAN—Walter Woods & Co., Winnipeg.
NOVA SCOTIA, PRINCE EDWARD ISLAND, CAPE BRETON ISLAND—Thomas Flanagan, Upper Water Street, Halifax.
NEW BRUNSWICK—J. Hunter White, Agent, North Market, St. John.
BRITISH COLUMBIA—Smith, Davidson & Wright, Ltd., Vancouver.
QUEBEC PROVINCE—The Continental Bag & Paper Co., Ltd., Montreal.

Recommend "Cow Brand" Soda to the Housewife

Whether she is a housewife of many or few moons she will appreciate the absolute reliability of this famous soda. It is pure, of great strength and the pronounced favorite of cooks everywhere.

Fill up your stock—Your jobber has it.

CHURCH and DWIGHT

Limited
Manufacturers
MONTREAL

MODERN GROCERY EQUIPMENT

Adds an air of distinction to your store
—and

ATTRACTS TRADE.

The "Walker Bin" System

will save 25% of your floor space and also of your expense for skilled salesmen.

Is this worth your consideration?

We manufacture the best in show cases and refrigerator counters.

Write now for illustrated catalogue and estimates.

Walker Bin & Store Fixture Co.,
LIMITED

WALKER PATENTED BINS
Berlin, Ontario

REPRESENTATIVES:
Manitoba: Watson & Truesdale, Winnipeg, Man.
Northern, Sask.: North-West Specialty Co., Saskatoon, Sask.
Southern Sask. and Alta.: J. N. Smith, Box 695, Regina, Sask.
Vancouver: Western Plate Glass Co., 318 Water St.
Montreal: W. S. Silcock, 33 St. Nicholas Street.
Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.B.

WALKER PATENTED BINS

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

—*for the Christmas Turkey*

BRAND'S A.1. SAUCE

Appreciated by Royalty as well as the best class of trade in general. **Brand's A1** Sauce improves the taste of Fowl, Fish or Meats.
Your trade will demand a good sauce, sell them A1.
Like Brand's A1 Sauce, Brand's Invalid Specialties are leaders in their respective lines. They were granted the **highest possible award,** "The Grand Prix," at the Festival of Empire Exhibition, Crystal Palace, London, 1911.

By appointment to his Majesty King George V.—
Purveyors to H.M. the late King Edward VII.

Brand & Co., Limited.

MAYFAIR - LONDON, ENG.

NEWTON A. HILL, 25 Front Street East, TORONTO.
H. HUBBARD, 27 Common Street, MONTREAL.
McLEOD & CLARKSON, VANCOUVER.

Huntley & Palmers English Biscuits

A good line of biscuits is bound to bring the class of trade you are looking for.

Three good lines which are splendid sellers.
H.P. Shortcake, H.P. Puff Sandwich,
H.P. Popular (40 lb. Kegs)

We also have just received a fresh shipment including the following quick selling lines.

- Acorn
- Alaska Wafers
- Arctic Wafers
- Boudoir
- Butter Cake
- Breakfast
- Carmencita, asst.
- Cinderella
- Concert
- Pantomine
- Chocolate Mxd.
- Coronation
- Creamy Fingers
- Cracknel Toy
- Crusoe
- Creamy Choc.
- Dessert
- Digestive, Rich
- Dinner
- Finger Shortbread
- Good Luck
- Grosvenor
- Henley
- Littlefolk
- Macatoon, Italian
- Monarch
- Nursery Rhymes
- Olive
- Orkney Shortbread Asst.
- Oriental Creams
- Pantomime
- Petite Beurre
- Puff Sandwich
- Phillipine
- Plantation
- Ratafias
- Reading Shortbread
- Regatta
- Shortcake
- Tea Rusks
- Universe
- Popular (kegs)

Fenwick, Hendry & Co.

Manufacturing Wholesale Grocers
KINGSTON, ONTARIO, CANADA

EVERYBODY WANTS 'CAMP'

It is as good to *sell* as it is to *drink*—and equally profitable. Don't delay—order to-day

'CAMP' COFFEE

'The' Greatest Coffee-Essence Success of the Age

ASK YOUR WHOLESALER

R. Paterson & Sons, Coffee Specialists, Glasgow

Twenty-six and a half cents on every dollar is yours

Every dollar you invest in "Richards' Quick-Naptha" and "Richards' Pure Soap" will give you a net profit of 26½c, to say nothing of the tremendous satisfaction you will give your patrons with every sale.

This satisfaction means a growth of your soap business and incidentally the development of your other departments. Housewives appreciate the superior quality of these soaps—they are economical and very effective without much rubbing.

Sold through the wholesale trade.

9,261,400 Acres
Australia

Bovril
is the
ONLY FOOD
proved
to have a
body-building
power of
from
10 to 20 times
the quantity
taken

OVER FIFTEEN THOUSAND SQUARE MILES

That is the extent of the BOVRIL Estates in the Argentine and Australia devoted to the raising of full bred cattle for use in the manufacture of BOVRIL.

Since the publication of the remarkable results of experiments made with Bovril on human subjects at the School of Physiology, Dublin, the demand for Bovril has enormously increased.

The supply and the quality of the supply will be kept up to meet this ever-increasing demand. and you need never fear a shortage of

BOVRIL

the World-Renowned Concentrated Beef

We are giving you every assistance towards building up a big BOVRIL business among your customers. Will you reciprocate? Your powers of salesmanship will bring you a good return, for we have arranged a satisfactory profit for you and we shall do our best to maintain it.

BOVRIL, LIMITED

25 and 27 St. Peter Street
Montreal

438,082 Acres
Argentine

Bovril
is the
ONLY FOOD
proved
to have a
body-building
power of
from
10 to 20 times
the quantity
taken

Clark's Pork and Beans

PLAIN CHILI TOMATO SAUCE

The ready seller, Mr. Grocer, is always your best investment. The **well advertised** article backed up by **quality** behind the advertising is easily the most ready seller, and constitutes the surest road to

SUCCESS

Your experience will tell you that **Clark's Pork and Beans** will sell more readily than others.

They are **advertised** in a manner which keeps the consumer thoroughly in touch at all times, they have a **quality** surpassed by none, and a **reputation** with the public of many years' standing.

A well filled stock of **CLARK'S** means to you a long step on the road to **success.**

W. CLARK, LIMITED

MONTREAL

THE NEW HOME OF

PERRIN'S BISCUITS

LONDON **CANADA**

St. Lawrence

Extra Standard Granulated

The sugar that is 100% pure cane. Ask for green label for coarse grain, blue label for medium grain, or red label for fine grain.

The only Essence that really retains the flavor, strength and fragrance of the best coffee is

SYMINGTON'S COFFEE ESSENCE

Your customers know this, and you will find a steadily increasing demand for our goods. Consistent up-to-date advertising fosters the regularly increasing sales.

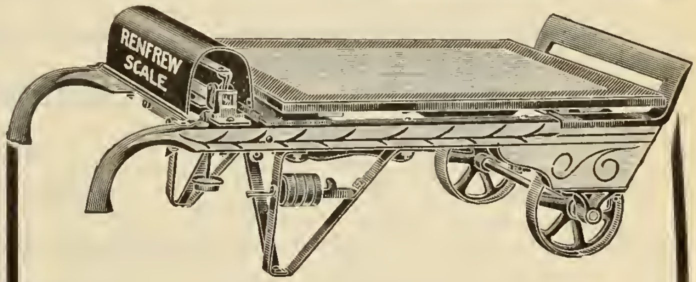
ORDER YOUR STOCK TO-DAY

Thos. Symington & Co., Edinburgh and London

AGENTS:—Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver—Messrs. Shallcross, Macaulay & Co.

It pays him a good profit and satisfies his customers' every need for both table and dairy—therefore he recommends and pushes Century Salt.

The Dominion
Salt Co.
Limited
SARNIA, ONT.



So Very Handy

Here is a scale you can wheel around and weigh goods anywhere you please. Weights accurately, even if floor or ground is uneven.

The Renfrew Truck Scale

also practically mounts its own load up to say 600 lbs. If you want to weigh a heavy box, for instance, you shove the nose of the truck under the box, give the handles a press, and up comes the load. Weighs anything from 1 lb. to 2,000 lbs. Strong and substantial, yet not heavy nor cumbersome like a platform scale. Write for descriptive booklet and price.

The Renfrew Machinery Co.
LIMITED
RENFREW, ONTARIO

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Brantford Cold Storage Co.
LIMITED
Wholesale Produce Merchants
If you are in need of
HONEY
in any quantity write us for quotations
BRANTFORD, ONT.

Headquarters for White Beans and Evaporated Apples.

W. H. MILLMAN & SONS
Wholesale Grocery Brokers
Toronto, Ont.

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents
and Importers
77 York St. - Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Morrow & Co. 39 Front St. E., Toronto
We have in stock ready for immediate shipment in any quantities to jobbers only: Rolled Oats, Oatmeals, Rolled Wheat, Pot and Pearl Barley, Split Peas, Cornmeal, Graham and Whole Wheat Flour, Buckwheat Flour and Grits, Wheatlets, Farina, Blue Peas, Rye Flour, Pea Meal, Hominy Grits, Pearl Hominy, Corn Flour, etc., etc.
Write for prices.

HENRI de LEEUW
Merchandise Broker,
28 Front Street East, Toronto.
Blue peas, marrowfats, Big Beans, split peas, lentils, all kinds of seeds, barley, rice. Agencies solicited.
Represented in Montreal by C. C. Rendell, 205 Nicholas Bldg.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
LTD.
Wholesale Grocery Brokers & Manufacturers' Agents.
WINNIPEG
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA, SASK.
IMPORTER, WHOLESALE BROKER and MANUFACTURERS' AGENT.
Trade Established, 15 Years
Domestic & Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

A want ad. in this paper will bring replies from all parts of Canada.

W. H. Escott Co., Ltd.
Wholesale
Grocery Brokers
181-183 Bannatyne Ave.
Winnipeg, Canada
Branches Covering
All the Wholesale Centres in the West

Those dollars that you haven't been able to collect
will be quickly turned over to you if you will hand those old accounts over to us for collection. Write for forms to-day. No charge if not collected.
The Nagle Mercantile Agency
Westmount, Montreal, Que.

WESTERN PROVINCES—Continued.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

RUTTAN & CHIPMAN
WHOLESALE GROCERY BROKERS
and
MANUFACTURERS' AGENTS
Fort Garry Court, Main Street.
Winnipeg - Canada

SIMPSON PRODUCE CO. Winnipeg Man.
Will be pleased to discuss with agents or manufacturers of Bakers', Butchers' or Grocers' specialties, the introduction of their lines to the Prairie Provinces—we go direct to the trade or through the Jobbers.
Dealers in High Class Produce and Provisions.
Simpson Produce Co. 248-252 Princess St.
Winnipeg, Man.

LEADLAY LIMITED
332 Bannatyne Ave.,
Winnipeg, Man
Grocery Brokers & Importers
"Foster-Clarkes Cream Custard."

When writing advertisers, kindly ention having seen the ad. in this paper.

Manufacturers' Agents and Brokers' Directory

(Continued.)

BRITISH COLUMBIA.

O'Loane, Kiely & Co., Ltd.

WHOLESALE GROCERY BROKERS
CANNED GOODS, DRIED FRUITS, ETC.
CANNED SALMON A SPECIALTY
We cover British Columbia and Alberta
Head Office - - Vancouver, B.C.
Reference : The Bank of Montreal.

The CAMPBELL BROKERAGE CO.

Manufacturers' Agents and Commission Brokers.

We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.

857 Beatty Street . Vancouver B. C.

Importers and Agents Wanted
in Canada for
FINCH'S PATENT FLY CATCHERS,
OLD COUNTRY TOFFEES, ETC
APPLY
EDWARD KIDD & CO.
1090 Hamilton Street, Vancouver, B.C

WORLD RENOWNED

BRAND STUHR.

STUHR'S
GENUINE CAVIARE,
FILETS D'ANCHOIS
(naturels),
ANCHOVY PASTE.

"Please ask for our offer."

C. F. STUHR & CO., HAMBURG.

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'
KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.
Wellington Mills, London, England

NEWFOUNDLAND.

E. O. CORNISH
COMMISSION AGENT
Canned Goods a Specialty
821 Pender St. W., Vancouver, B.C.

McCANN & LANGFORD
Winch Building, Victoria, B.C.
Manufacturers' Agents and Commission Brokers.
We can give special attention to a few good agencies. Anything we handle we push
References: Bradstreets, Royal Bank, Union Bank.

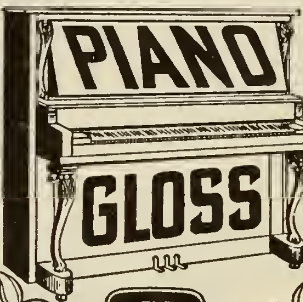
T. A. MACNAB & CO.
ST. JOHN'S NEWFOUNDLAND
MANUFACTURERS' AGENTS
and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

A want ad. in this paper will bring replies from all parts of Canada.

OUR GUARANTEE

If this polish damages your customer's piano, we'll pay for the piano. That's why live Grocers everywhere stock it. It sells, repeats, and brings new faces to a store.

Prestolene
(TRADE MARK)



THE PERFECT POLISH FOR
PIANOS, FURNITURE
AND ALL GLOSSED SURFACES

The International Specialty Co.
The PRESTOLENE People, Bridgeburg, Ont.

Order from your jobber, or The Harry Horne Co., 309 King W., Toronto. Leadlay, Limited, Bannatyne Ave., Winnipeg, Man.
Every package carries above guarantee in detail. Our travellers carry unique propositions.

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia.
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

are a simple but effective remedy in all forms of headaches—a remedy which every merchant can recommend as a quick and sure cure.

Try *Mathieu's Nervine Powders* yourself at our expense as per coupon attached, if you don't know them and are a sufferer from headaches.

As a remedy for colds and bronchial troubles Mathieu's Syrup of Tar and Cod Liver Oil has become famous and this sister preparation —Nervine Powders—is rapidly winning its way.

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—
Name ....
With (Name of firm) ....
Street ....
City or town ....Prov..........

Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Co., Ltd.,
NIAGARA FALLS, ONT.

From the big Forest City House of Quality and Square Dealing

"CLUB HOUSE" BRAND
SPANISH OLIVES

The finest Seville Olives, pure brine, made with healthful water from our own Artesian well, form the basis of the most satisfactory Olive business you can get—this is the "Club House" formula.
Put up in different sizes of bottles. Satisfaction guaranteed.

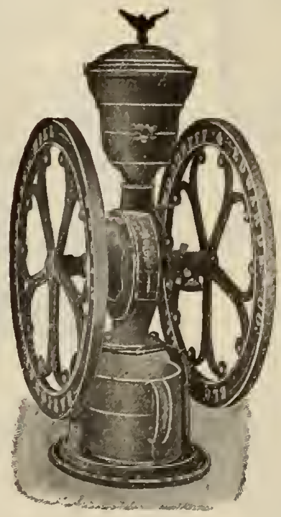
Send for a Trial Order.

Gorman, Eckert & Co., Ltd.
London, Ontario
Western Selling Agents
MASON & HICKEY
WINNIPEG

Costs Less *to* Install

Costs nothing to operate

Grinds Like a Charm



There is no expense after the initial cost, and this is considerably lower than many other makes now on the market.

We guarantee the ELGIN NATIONAL COFFEE MILL to grind faster than any other mill of a corresponding size. Fitted with special adjuster and new force feed steel cutting grinders.

All we ask is that you look into the merits of this mill before you decide on installing any particular kind.

Write to-day for catalog and prices.

MADE BY
Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

Grocers and Tea Dealers

You are not getting your **legitimate share** of the **increase** in the **Tea Business** claimed by the Packet Tea Packers. It goes to the Butcher, the Baker, the Confectioner, the Fruit Dealer, Candy Shops, Toy Shops, etc., etc., etc.

Wake up and **handle Teas** that you can **control.**

A Grocer's Tea Business should be his most **valuable asset** and **good will.**

Fight for what **should** and can be **yours.**

For your **Tea Trade** and **pocket's sake,** sell **Standard Blends.**

FIRST. They give you **control** of your **Tea Trade.**
SECOND. They give **your** customers **better value.**
THIRD. They are always **uniform** in **quality** and **flavor.**
FOURTH. They show you a **larger margin of profit.**

Our **Standard Blends** mentioned below are made up by **Tea Experts—always uniform** and **unequalled** for **Quality, Richness** and **Flavor.** They show you a **good margin of profit.**

		COST DEALER	SELL RETAIL
2 **STAR.**	Fine liquor, good leaf. Black, green or mixed	19c.	25c.
3 **DIAMOND.**	Flavory rich liquor, handsome leaf. Black, green or mixed	22c.	30c.
5 **STAR.**	Splendid flavory liquor, fine style. Black, green or mixed	27c.	40c.
4 **STAR.**	English Breakfast Tea. Powerful blend with quality and flavor	27c.	40c.

Send us a trial order for a package of each. You take no risk. We guarantee to please your customers or take back our goods at our expense.

EBY-BLAIN, LIMITED

TEA BLENDERS TO THE TRADE

Toronto **Canada**

JAPAN TEAS have had an active run this season and we have but a few lines left.

Furuya & Nishimura

RICE'S SALT

"The Pure Table and Dairy Salt"

Rice's salt has won its spurs from its absolute purity and uniformity. Once you introduce Rice's your customers will come to you for it again. It brings them back.

We ship promptly. Get our prices.

THE NORTH AMERICAN CHEMICAL CO., Ltd., Clinton and Goderich, Ont.

They Sell Readily once introduced. The quality was considered long before the style of package, which is also up to the marks, was designed.

BEE

Borax, Jellies, Starch

are destined to have an even wider distribution.

Forbes & Nadeau, Montreal

BLUE SEA TUNA FISH

the fish, that looks and tastes like

Breast of Young Chicken.

No Christmas dinner is complete without this delicacy.

Ask your wholesale for and don't forget to mention the different recipes which we are giving with each case.

If your wholesaler is not able to supply you the Blue Sea Tuna, ask me.

Packed by the Southern California Fish Co., Pioneer packers of Tuna Fish, Los Angeles, Cal.

Eastern Canadian Agent

HENRI de LEEUW

[illegible] Merchandise Broker

28 Front St. East, TORONTO

Just turn up to article in another part of this issue and read how Tuna Fish is caught and packed.

The standard by which all others are judged

The Eureka is built on the most scientific principles known in the refrigeration world. It keeps perishables in the best condition with the smallest consumption of ice. Cold dry air circulates all the time, allowing no dead or stagnant air to cause a damp and musty smell so common in refrigerators. Further, the Eureka has no zinc or galvanized iron lining to rust and corrode. It is strictly sanitary in every particular.

Made in any size for Butchers' and Grocers' use.

Catalog and Prices sent on request.

Eureka Refrigerator Co., Ltd.

54 Noble Street, Toronto

Montreal Representative:
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg.

THE VERY FINEST CEYLON TEA

IS USED TO UPHOLD THE UNEXCELLED REPUTATION ENJOYED BY

To fully satisfy your customers give them "SALADA." Each grade contains the finest tea possible and is of absolutely uniform quality. Remember the sale is guaranteed.

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Chocolates

Made by **Bond, Limited,** Bristol, England

are the high-water mark of quality

Pastelles and Gums

Made by **Carsons, Limited,** Glasgow, Scotland

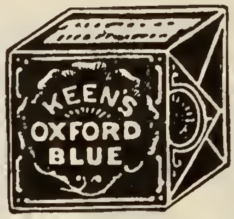
are an ideal combination of pure fruit and gums.

MESSRS. DAVIDSON, McBEAN & CO., LTD.

86 Wellington Street West, Toronto

have a full range of samples on show in their sale-room.

KEEN'S OXFORD BLUE



The blue of past and present generations, always reliable, always the best. You'll never offend a customer by suggesting that she use the blue that her mother used before her with entire satisfaction.

FOR SALE BY ALL THE CANADIAN JOBBING TRADE

MAGOR, SON & COMPANY, Limited

403 St. Paul Street, Montreal **30 Church Street, Toronto**

Agents for the Dominion of Canada

Christmas Cheer

Puddings—Sauces—Pies—Taffy — Sweetmeats—these delicacies hold sway just now.

Crown Brand Corn Syrup

will help Madam Housewife in her Holiday Cooking—

We will send your customers Recipe Books if they write direct or if you send in their names.

Swell your Crown Brand Sales this month.

THE CANADA STARCH CO. LIMITED

MANUFACTURERS OF THE

EDWARDSBURG BRANDS

Cardinal and Brantford

Montreal, Toronto, Calgary, Vancouver

Taking the Inventory by the Loose-Leaf System

Method Employed by One Merchant Who Has Evolved What He Considers a Simple and Effective Plan—Stock Gone Over by Staff During the Day and Counted, Weighed or Measured — This is Followed by Man with Loose Leaf Book and One to Call Out the Goods.

EVERY MAN in the retail trade to-day owes it to himself, his family and his business judgment to take stock at least once a year. It is only in this way that a merchant can possibly know where he is at, and if he doesn't know where he is at, how can he enjoy to the fullest his hours of rest, recreation and slumber?

Contrast these two merchants.

The one.—"No, I never take stock; I just keep track of sales from year to year; there is too much bother taking stock so I just guess at it."

The other.— "How often do I take stock? Why once a month. At the end of each month we go over the stock so that we always know exactly where we are at any time of the year, should fire or other trouble overtake us."

Which is the better business man? If you were a manufacturer or wholesaler to whom would you extend the most credit?

General Merchant's System.

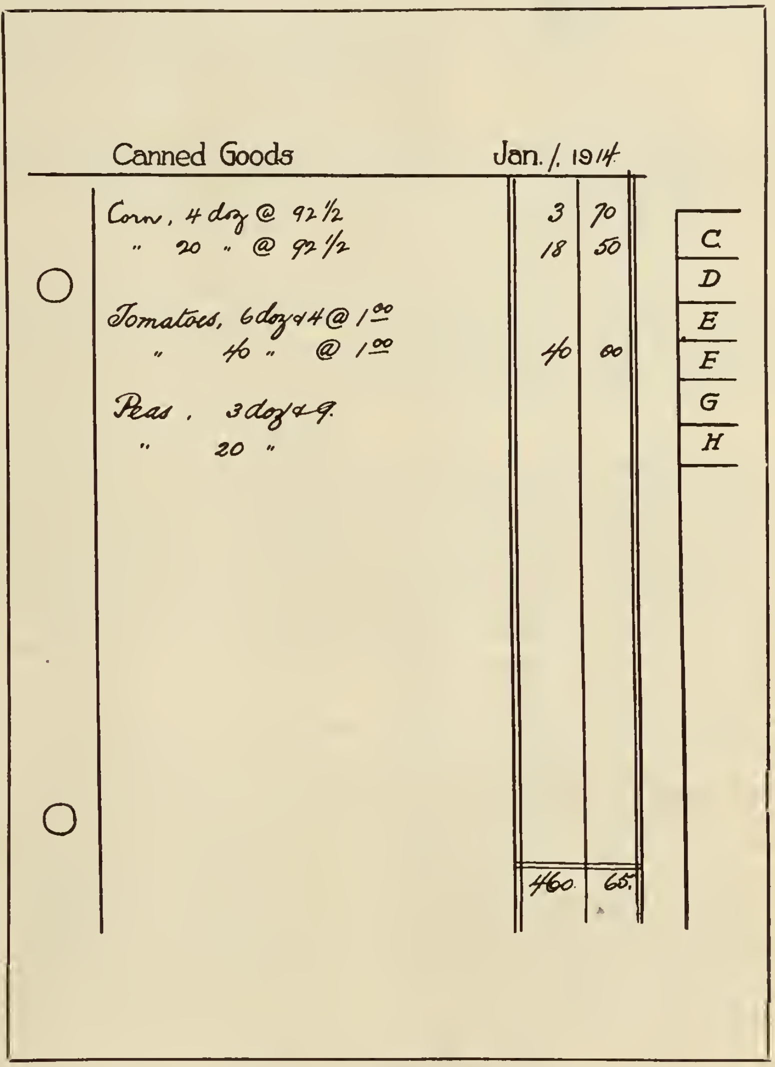
Walking into a general store recently the writer found the proprietor and clerks busy stock-taking between sales.

"Busy Oh yes, we are always busy, but we can find time to talk to The Canadian Grocer," was the cheerful response to an inquiry. Naturally the conversation immediately swung to this dealer's method of stock-taking. He took an inventory once a year.

"We employ the loose-leaf system," he said. "We find this quite convenient, easily operated and besides giving us the value of our total stock in a lump sum we know the exact value of each line such as canned goods, coffee, cocoa, dried fruits, spades, 'buffalo' robes, shovels, dress goods, underwear, etc. You will see this loose-leaf book is indexed. Take the C page for instance. Here we have canned goods. To an item of that character where so much and so many lines are carried, we devote one page. The next page of the C section you will see is devoted to coffee and cocoa. On other pages we can include three and four different items on account of stocks in any one of them not being extra large.

How Goods are Counted, Etc.

"In making preparations for entering the goods in the stock book, we have the staff work during the day between sales counting the number of each variety of article on the shelves, weighing the bulk goods and measuring such materials as dry goods. For instance you will see on that shelf a number of canned goods. There are four dozen corn, six dozen tomatoes, etc. The clerk has counted them and on this slip of paper, the corner of which he has placed under the edge of a can to hold it in place he has marked the number. We have a private cost mark on all our goods, which the staff knows, so that the clerk has added the cost price—4 doz. corn @ 92½; 6 doz. and 4 tomatoes @ $1.00, and so on.



Canned Goods	Jan. 1. 1914	
Corn, 4 doz @ 92½	3	70
" 20 " @ 92½	18	50
Tomatoes, 6 doz 4 @ 1^{00}		
" 46 " @ 1^{00}	46	00
Peas, 3 doz 9		
" 20 "		
	460	65

C
D
E
F
G
H

Representative sheet from a loose leaf book used for stocktaking. The leaves of the book are indexed, as shown in right-hand side, in alphabetical order.

Entering Done Co-operatively.

"After six o'clock we begin recording this information in the loose-leaf stock book." (A sample page from the stock book is indicated herewith.) "We go in pairs, one calling off the quantity of goods from the various slips of paper and the other writing them in ink on their proper page. If it is a simple matter of multiplication the one who enters the goods in the book computes the totals mentally and carries the entire cost into the outside margin. If the multiplication cannot be accomplished mentally it is simply left until later on.

"If after the number or weight of any line is placed on the slip of paper, a sale is made, the clerk is instructed to deduct that sale from the slip so that the total cost of the existing stock is secured accurately at a particular time."

Invoice Cost the Basis.

"Do you record the invoice cost of an article or its present cost if the price

(Continued on page 33.)

Evidence of the Welding of Retail Opinion by Canadian Grocer Articles

In This Letter a Dealer Sets Forth His Principles Concisely in Regard to "Twenty Per Cent. on Cost" Margins and Tells How Articles in This Paper Set Him on the Right Road to Success.

Written by an Ontario Grocer

IN A RECENT issue of your paper I noticed an enquiry from a general merchant as to what became of an eight per cent. net margin which he felt he was making, but which did not pan out. There was a reply by Henry Johnson, Jr., to the effect that our friend was misleading himself as to getting the average profit of twenty per cent. that our general merchant figured he was getting.

The enquiry and the answer are good, straight business propositions that give readers a chance to reflect and profit. Whilst the whole world is having a nonsensical fit about the high cost of living, it is dollars to doughnuts that the greater number of retail grocers are in exactly the same boat as our enquiring general merchant friend,—not making the financial progress that their labors entitle them to. I take pleasure and profit from reading the Canadian Grocer, and have followed the writings of Henry Johnson Jr., closely, with the result that I am doing more of my own "think" business than formerly.

No More 20% on Cost Goods.

When my friends, the traveling men come to me in good faith with a proposition of twenty per cent on cost on this, that and the other article, I am now able to show them just where it is no use to me with my large unavoidable expenses. I think my fellow grocer will agree with me that it is no uncommon thing to have a proposition of this kind put to us nearly every day. I would not like to give the impression that I look on wholesalers as other than our friends. We must remember that it was a wholesaler who first took up the cudgel on our behalf against dollar a dozen goods to retail at ten cents a piece. Many wholesalers have followed this leader with the result that to-day there are less goods at that cost to be found on grocers shelves than formerly—in some stores none.

Whilst the wholesalers are our friends, they with their seven, eight or nine per cent. expenses are not in a position to fix a profit for us unless they know our expenses to be twelve, fourteen, or sixteen per cent. Consequently it is better for us to do our own thinking and figuring. We should be in a better position to know what profit we require than anyone else. If manufacturer Jones' goods (which on account of being on the market for a long time and having won a reputation for themselves) do not pay us a reasonable profit, then we must look for some other manufacturer's line of equal merit that will do so. This can only be accomplished by the grocer who has never misplaced the confidence his customers have placed in him. This is what we call "repeat salesmanship," and can only be accomplished when the merit of the goods are there backed by the standing of the grocer.

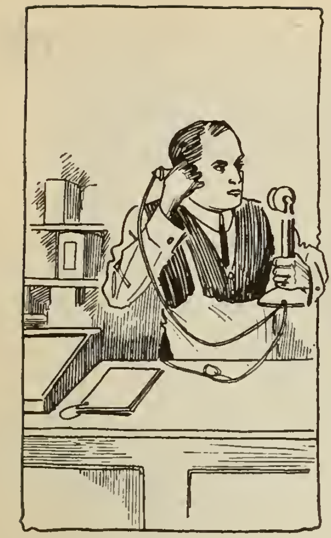
Margins Estimated on Sales.

As to myself, in business fifteen years, always enjoying an increased volume of trade year after year, being looked on by my fellow men as a success, some years making a hundred or so, some years not as much as that, I have discontinued making the mistake thousands are making of estimating profit on cost and expenses on sales. Notwithstanding that Henry Johnson, Jr., through the columns of your paper has been pounding it into us for the past two or three years, I am satisfied that a great majority of business men are still in that same old rut and wondering at the end of the year why there is not an increased surplus. I myself did not get my think tank to work hard enough to see the impossibility of forging ahead under these conditions, and was always jumping at a 20 per cent. on cost proposition until this year, and I now report financial progress. Have not dated a cheque ahead or asked a renewal this year; have an increased patronage and an increased stock, with a slightly increased average of profit. As to our enquiring General Merchant, I have no fear for his ultimate success. The volume of business he is doing shows he is not a side show but the whole three-ring circus, and that he is thinking. I hope for continued prosperity and thank your paper and Henry Johnson, Jr., largely for it.

AN APPRECIATED CHRISTMAS BOX

The letter on this page from an Ontario retail grocer is a "Christmas Box" of which we are proud. In a note to the Editor accompanying it, he writes:—"This is the first year in twelve that I have ever made, comparatively, a dollar, and it is largely due to what I have read in your paper and then thinking for myself."

Reference is made particularly to the articles dealing with the securing of sufficient margins of profit, with the elimination of the "10 cent—dollar a dozen" goods from the retailer's shelves, and with the figuring of profits on the proper basis. It is some years now since Canadian Grocer first went into these problems. Other Canadian trade newspapers have since followed in our wake, and dealers are now few who do not know that profits and expenses should be figured on selling price or turnover; that 20% margin on invoice cost makes the road to wealth a long and weary one; and that dollar a dozen articles should not be sold at 10 cents.



Lopping Off Service That Doesn't Pay

This article deals with eliminating deliveries of one or two small purchases to "customers" who buy nothing else, but who demand the same service as given to good customers who give all their trade to the one grocer.

By Henry Johnson, J .

STORES tend to range into two classes. We have the cheap, often shoddy, price-talking store, and we have the high grade, reliable, quality shop style of business.

It may happen, and often, if not usually, it does happen, that the high grade store sells most staple articles as cheaply as the lower grade place, and only maintains needful figures on its stock of specially fine things. The impression usually prevails just the same that the fine store is "high-priced."

The tendency often is, therefore, to buy most articles in general use at the cheaper place, so-called, and go to the fancy store for such things only as are carried there—fine articles that cannot regularly be obtained in ordinary stores. This leads to unfair treatment by the customer of the store which is really rendering her the best service, properly considered, at the most moderate price. This has happened in my own business.

Trade That is Unprofitable.

We have the exclusive sale of one specially fine, extra heavy cream. The nicest way to handle this article is to have regular standing orders to go out at stated times. We have for many years had a number of customers who have been served that way. Naturally, however, cream at 5c margin per bottle, even though that margin be ample as an average, is not profitable unless other business is obtained from those same customers; and most of our cream patrons have given us a share of their regular business, and many have long ago transferred their entire accounts to Johnson's—as is right and proper. But there have been a few who have traded with us only a little, or not at all excepting for cream; and it has latterly been a growing conviction with me that such business is not profitable, and, being unprofitable, is better done without.

I began some months ago by singling out some of the worst and evidently most hopeless offenders, and the treatment has been about as follows:

I call up Mrs. Wetherbee, who has just returned from the South, whence she went some months ago. "Mrs. W——, I am anxious to know just why we cannot serve you with anything but cream. We have done that faithfully for years, but latterly we have had no other orders from you. You used to come here a good deal, but lately you do not come at all—why?" "Mr. Johnson, I have just been home a few days and have hardly had time to look around; but I intend to give you part of my orders." "Well, Mrs. W——, I cannot but feel that you do not like to come here much, and I assume that there is a good reason why you stay away. I am led to this conclusion by the action of your maid just before you returned. She carefully reinstated your daily standing order for cream, but when I asked her if there was nothing else that you would need after your long absence, she said I would have to see you about that, and it was clearly evident that the restocking order for your household had gone elsewhere. Now, your trade with us for many months prior to your leaving home was not such as would repay us for the work done, and the short time you have been home again indicates that this is going to continue. Hence, I wish to say that if cream is the only thing that you can find in this finest store that you wish to use, you will confer a favor on us by withdrawing your entire account, since cream alone is unprofitable to us."

A Trip Saved.

Of course, all this was not as smoothly said both ways as indicated. There were exclamations, interruptions, interjections and all that; but the upshot of the matter was that Mrs. Wetherbee now gets our cream, if she gets it at all, through the man to whom she sends her other orders; and he can get it only when we have a surplus, which is not very often. Meantime, we are saved a trip only a little out of our way, but on a hillside and involving, as usual, the stopping and restarting of the auto, just as with an important, profitable order.

Another was an even more aggravating case. Cream had gone to her regularly for years; but there was nothing else, except things wanted in a special hurry—like bananas for breakfast—"before eight o'clock, please!" A few days ago came a morning order, in at 7.20, for a pint of cream "before eight, sure." I called up the maid and asked her what her idea was in placing such an order. She was (naturally) surprised, but I asked her if she had forgotten to order in time the night before. She said she had, and then I told her that we should certainly not fill the order—that we had something more important to do in the way of serving regular customers than to travel up that hill specially with a pint of cream for their breakfast. During the following day (a Friday) we had one little order. On Saturday morning I got an order over the phone for a loaf of bread. I asked: "Is that all you need to-day?" Yes; that was all. "Well," I said, "you will have to excuse us; we cannot send it."

Called Back and Called Down.

I was called back by the madam and called down good and plenty—she would quit—I was to send her bill right away—she had been going to give me all her trade, but this would end it—she had heard of me from others, and she now did not wonder that people left me. I told her that some people left us, but it was by request—as in her own case; that we were too busy to work on orders which did not pay delivery expense let alone other expense and a fair profit to us; that neither she nor anyone else would get service here if they sought to impose on us; and that she would ob-

(Continued on page 33.)

Cartage Elimination a Greatly Involved Question

Railways Anxious to Get Rid of This Work by January 1—Will the Change of Conditions Result in More Delays in Freight Than at Present?—A Manufacturer's and Wholesaler's View.

The determination of the railway companies to give up entirely the cartage of freight at the beginning of 1914 may work out in an additional expense to every grocer in Canada. The subject as it applies to the grocery trade is a most complicated one, owing to the number of distributing points, in contrast with dry goods and hardware houses for example, and up to the time of going to press no plan had been decided upon by the wholesalers for solving the problem. The only two solutions in sight, from the wholesalers' standpoint, it would appear, would mean that the manufacturers should allow a larger margin in some lines to the wholesale trade in consideration of the latter bearing the extra cartage charges, or that, in some way, the advance in cost should be passed on to the retailer, and on by him to the consumer.

How It Will Work Out.

The subject will be treated more in detail in later articles, but one example will show how the new system works out. In a certain line of goods, a manufacturer assured Canadian Grocer this week that while the cost of distribution to a single party figures out from $2.50 to $3.75 per carload at present, under the new arrangement this would be increased to $8 or more. If this is divided up among several hundred dozen articles it will be seen that the advance may not be excessive, but still it is such as to call for a careful adjustment.

There is a feeling among a number of Canadian wholesalers, it should be pointed out, that the railway companies have not facilities to carry the new arrangement into effect by the first of January. As one said to Canadian Grocer: "Up to the present the railways controlled the cartage companies in the larger cities, such as Montreal, Toronto, Winnipeg, Hamilton, etc. This meant not only that the companies did all they could to facilitate the handling of freight, making the best use of the plant the railways had but were aided in this by manufacturers, jobbers and wholesalers, both coming and going. Under the new arrangement the conditions will be reversed. The merchants will be 'paying the piper' and will not put themselves out as much as they did before. There are certain to be more delays, and unless the railways improve their own equipment, congestion and serious tie-ups will result. Whether they are willing to take the risk remains to be seen. They need our utmost co-operation even as it is to maintain conditions even half satisfactory."

Separated Freight and Cartage.

For many years, up to about 1898, the railway companies in quoting freight rates, allowed a certain amount for cost of delivery. When the latter increased, they found that the two combined would exceed the legal rate they were allowed to charge under their charters. Consequently, in order to approach to this for railway transportation charges alone, they separated the two and made a specific charge of 2 cents per cwt. for delivery. Later on this was increased to 3 cents, which it now is.

In presenting their case to the Railway Board the railways claimed that the 3-cent charge did not equal the cost of delivery as the cartage companies, such as the Shedden, had advanced rates gradually until they far exceeded this. As a result, they were losing money on delivery at all points where cartage companies were connected with the railways, as in the larger centres. They objected too, to the system, as discriminating against the smaller places where local carters delivered goods for which the consignee paid. They, therefore proposed to discard the whole responsibility for the delivery of freight after January 1, 1914.

Grocery End More Involved.

Discussing the difficulties of an adjustment, a wholesale grocer remarked that in the case of dry goods and hardware and some other lines the distributing houses were limited mostly to the larger centres, and an arrangement could be reached more simply for a uniform system of absorbing the freight charges. In the grocery business it was different; the numbers of men engaged were far greater, and the centres included the smaller cities and even some towns. Another difficulty was that often manufacturers made arrangements with wholesalers to store their goods in certain centres and distribute them to local points often without breaking bulk. There was also to be considered the question of who should do the carting. Wholesale houses that did their own distributing to local city customers might decide to extend this to cover the delivery of goods to and from the stations. Should there be a regular scale of charges for this, agreed to by all, to secure uniformity? Would the present railway cartage companies continue in the business, and what would their scale be? What share would the manufacturers be willing to bear under certain conditions of the cost of handling their goods? What difference would it mean to those grocers in the smaller places who now paid their own charges for local delivery but might have to bear some part of the extra cost of shipping goods from the warehouses of wholesalers to the station? And so forth.

The complications can be recognized the more the subject is examined and the representatives of the wholesalers and manufacturers who are engaged on the problem have a big task of re-adjustment before them.

THE PURITY OF GUM.

A Professor Says That Much That is Marketed Has Not Been Properly Cleansed.

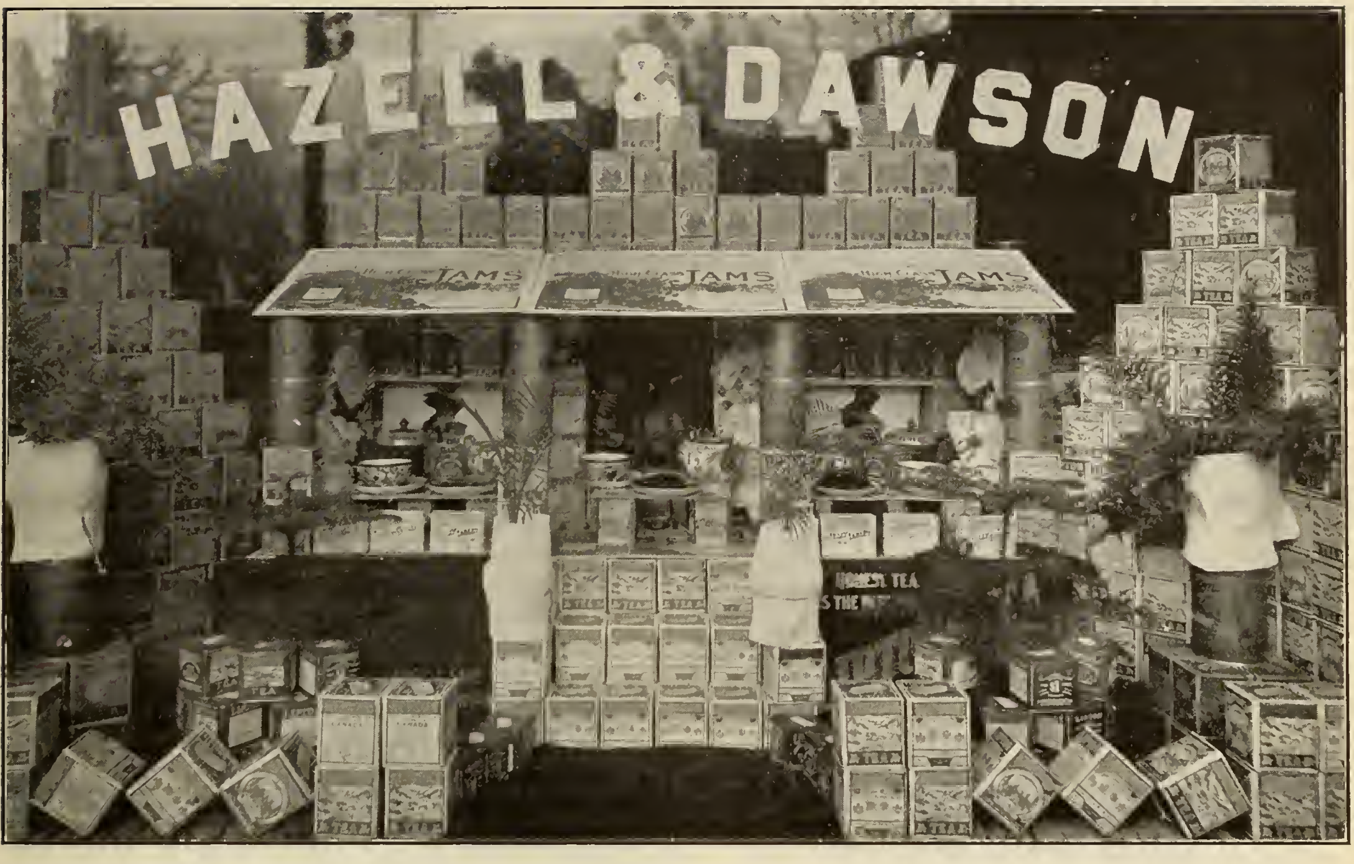
The purity of chewing gum is treated by Prof. Lewis B. Allyn in a late issue of Colliers Weekly. "The last culprit to be haled before the bar of purity is that old friend of our childhood and present soother of our jangled nerves, chewing gum," he writes.

The trees yielding the crude gum are found in the tropics, and the trunks are a clear 50 to 60 feet without a branch. These are scored in zig-zag fashion making a trough 70 to 100 feet in length, but as the sap flows down the tree, being sweet and sticky it attracts and holds things that move, walk, fly or are blown, a regular museum.

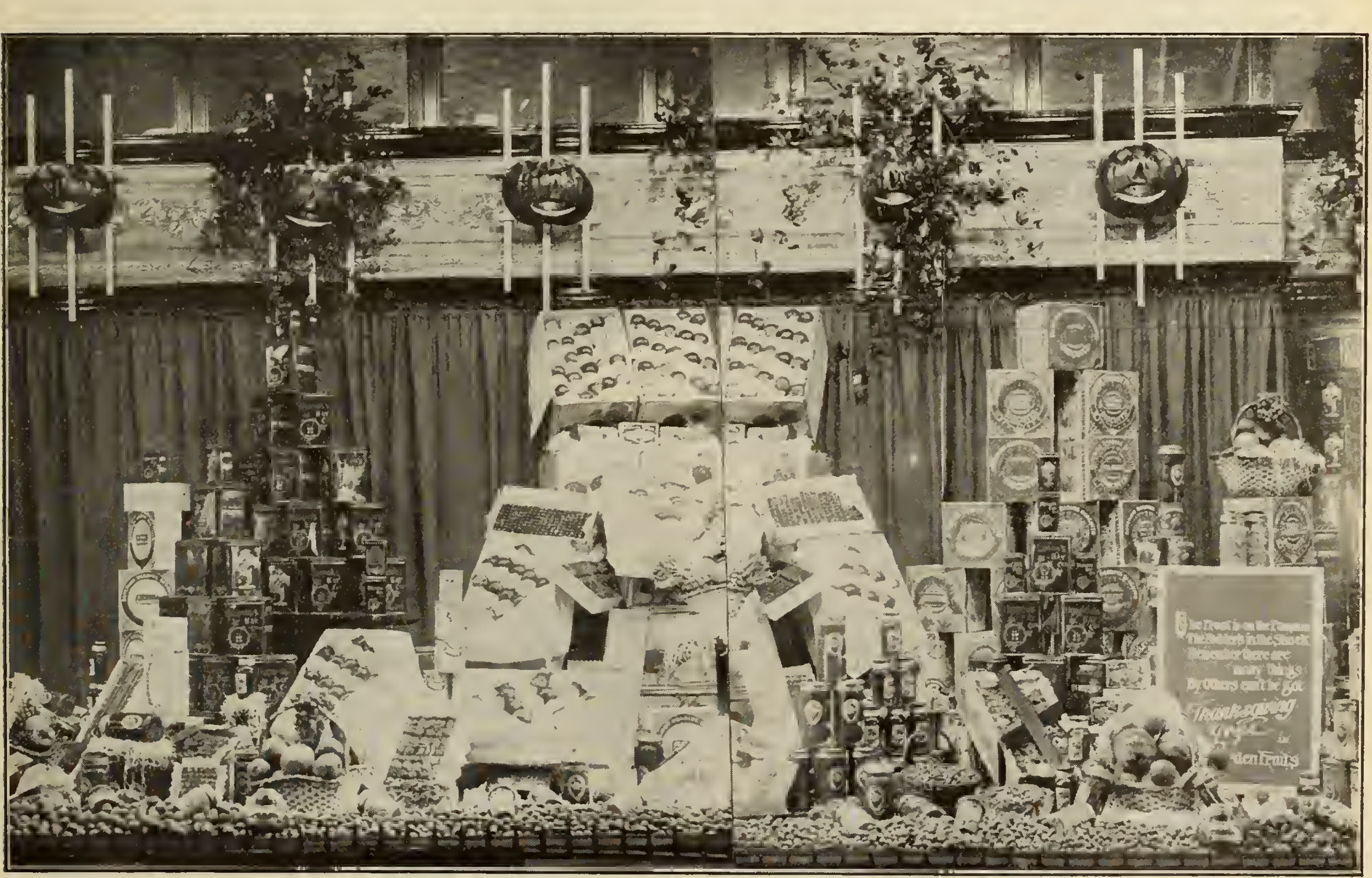
"The native gatherer is not a dainty person; he has not a care in the world; he is paid by the pound and even a fly weighs something. Now the sap is collected in buckets and taken to a central station and boiled, with all its collection of natural history specimens intact; made into cakes and exported.

A certain amount of purifying is done, Prof. Allyn says, by "hand picking," and a crude washing with water, before it is melted, flavored and sugared, rolled out, packed and sold to 90,000,000 people.

Prof. Allyn charges that some manufacturers, owing to the cost of proper plant, do not cleanse the crude gum of these foreign substances. He urges that a business of such magnitude — with $36,000,000 of invested capital, producing over 685,700,000 five-cent packages of gum each year,—should be "founded on the rock of absolute purity."



Attractive package tea window display shown recently in Hazell & Dawson's store in Hamilton, Ont. The idea was well thought out. The trim represents an Oriental bungalow surrounded by tea. This window won a prize in a contest held in Hamilton. It was dressed by J. N. Mansell, clerk with Hazell & Dawson.



While this window appeared in the store of the Hudson Bay Co., Winnipeg, prior to Thanksgiving, it contains some good ideas for other special seasons. It was trimmed by G. R. Macgregor. Note the elaborate background.

The CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

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John Bayne MacLean - - President

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PUBLISHED EVERY FRIDAY.

TORONTO, DECEMBER 12, 1913

VALUE OF THE INVENTORY.

No better resolution can be made now than to resolve to take stock at the first of the year, if you have not already been accustomed to doing so. Some men have been able to make probably a little more than a living from year to year without going to the trouble of stocktaking. But seldom, if ever, has a merchant been found who has neglected doing so, and who has made an outstanding success.

Resolve then to take stock. The time of year does not matter so much. Get the inventory when you can. The information it supplies is invaluable to one who wants to know where he is at and what he is doing. Read the article elsewhere in this issue on how one Canadian dealer goes about this work. The knowledge he gets from this inventory includes the cost value of not only the total amount of stock carried but the cost of each individual line. For instance, he knows the amount and value of canned goods, preserved fruits, tea, flour, spices, etc., in stock. This information is all placed in his stock book and is a guide to future buying from the standpoint of both quantity and cost.

When the total actual cost of the goods in stock is found, it is of course compared with the quantity existing the year previous. Almost every merchant knows his total sales for the year and with a knowledge of his expenses and depreciation of fixtures and equipment (if any), he is in position to determine just what he is worth. This is knowledge every dealer should have. In case of fire it is invaluable. It saves time, money, work and worry.

Resolve now to take stock.

"BUSINESS IS ALWAYS GOOD."

How pleasant it is to run into one of those cheerful, bright-eyed optimists after talking to the man who has a grouch against everything in the world! The other day the writer met a salesman on the road who was such a stranger to pessimistic ideas, that one would think he had the earth to sell and no competition.

"Is business good? Why, business is always good with me," he replied to a question. "I never tell anybody that business is bad—for it isn't. Business is just what you make it. If you think it's going to be bad, the chances are it will be; but if you are always looking forward to better sales, and you have something worth selling, why business will always be good"—and he placed the emphasis on the always.

This man was given to no grouching or grumbling. He believed in his goods, in the existence of a market for them, and in himself. What more was necessary?

Here is a splendid little lesson for us all. The dealer who goes about his business as if he had something to do; who works with a smile and a pleasant word for everyone and who talks cheerfully of the past and the prospects for the future, is bound to find business good. But the man who grumbles from morning till night and looks as if the world owed him a living,—well, how could business be anything else but bad?

THE STRENGTH IN BROOM MARKET.

As broom manufacturers view the situation, present prices are certain to remain, if, indeed, a further advance is not deemed necessary early in the New Year.

The shortage of corn in the States works in a double direction. Not only has it forced up prices of brooms, but the quality has deteriorated, so that shipments of medium are elevated to choice, and common to medium. Two advances have been noted in Canadian Grocer in the past three months, making a total advance of 50 to 60 cents, or above 75 cents retail. On finer grades this will amount to fully one dollar a dozen.

Going back to "primary" markets, broom corn which cost per ton $40 to $60 early last summer, has advanced to $160 and first-grade quality has reached $220. No relief will be in sight until about next June when a large visible supply of corn might make it advisable for a decline in brooms, to work off the stock on hand, against possible lower prices the following fall.

Manufacturers of woodenware state that brooms have proved the single exception to a satisfactory year's business. Owing mainly, it is thought, to the higher prices, the demand has fallen off to a remarkable extent, and it would appear that stubs of brooms must be a common sight in many Canadian homes.

REMOVAL OF WHEAT DUTY?

From milling interests The Financial Post is given to understand that the Dominion Government has practically made up its mind to accede to the demands of the West for the removal of the duty on wheat so as to gain free admission into the United States for Canadian grown wheat. This action is regarded as being detrimental to the milling interests by some millers and by others as an advantage. In so far as the east is concerned the plants will not suffer by open competition with the United States except so far as their plant has been more costly because of the duty that had to be paid on it. To establish free trade in wheat products is unfair to this extent.

Most of the Canadian mills are equipped with United States milling machinery on which duty has had to be paid, and that duty of course is charged to capital, whereas in the United States no such charge has to be made. This is a considerable item in mill capitalization as so large a proportion of the actual plant is milling machinery.

TO STANDARDIZE EGG CASES.

It is probable that a standard case of 30 dozen will be agreed on for the shipment of eggs as a result of conferences that are taking place between representatives of the railway companies and the produce men of Canada.

The companies proposed to compel a stronger case than is in common use at present declaring that much of the breakage was due to the poor quality of the package. The produce men in reply, claim that more careful handling will get rid of the difficulty, provided due care is exercised by the shipper in seeing that the package starts out in good shape. This point may be conceded by the transportation companies.

As to the size of case, there is likely to be an agreement. Two have been used, the 36- and the 30-dozen. Lately, however, the producers have been going in more for the smaller size and it has been adopted in the United States as the standard. The probability of heavy shipments from the States in the next few weeks or even months, has created a stronger feeling in favor of the 30-dozen case.

The alternative presented by the railways is a higher charge for an inferior case.

THE EFFECT OF ENVIRONMENT.

Perhaps you have and perhaps you haven't heard the story about the meeting of the parson's and his brother's parrot. The brother, let it be known, was a sailor who had two parrots. After a lengthy absence he was coming ashore to visit the parson, so he decided to bring one of the birds along as a gift to the minister, not knowing the latter was already an owner of a fine specimen of this garrulous bird family.

On arrival the new bird was put into the cage with the other. After the visitor had been looked over carefully he was asked, "What must you do to be saved?"; back came the answer from the sailor parrot in a flash: "Pump hard, and work like the devil."

This little story which may or may not be true, exemplifies clearly the various aspects men take of life who are placed in different environments. This is why we have so many opinions on subjects connected with the grocery trade. Merchants in different cities and towns have varied views on the same question, according to the class of trade to which they cater and according to the nature of the occupations of the people. That is why one merchant has to handle his credit customers differently from others. It explains why credit may be extended to one applicant and not to another.

Environment is responsible for a multitude of our virtues and shortcomings. This fact must be borne in mind by every dealer when he is figuring on a new business connection. While environment doesn't always decide the character of the man, it can be relied upon in the majority of cases.

So in The Canadian Grocer from week to week appear methods and ideas of many men. Some of these methods and ideas can be used by you. In other cases applications of the principles expressed can be carried out to suit your business if you think any change is required. Every dealer in reading his trade newspaper should say to himself: "What is there in this article for me," or "How can I apply that principle to my business?"

What is useful to one merchant is often, of course, of no value to another. Great good can invariably be accomplished by studying the other fellow's viewpoint and adopting what is valuable and rejecting what is not.

BANKING ON CHRISTMAS EVE.

BUSINESS transacted on Christmas eve is so heavy that the question of the disposal of the cash taken in becomes a serious problem. A few banks remain open for the accommodation of the merchants, but the number doing this is comparatively small. The merchant has the alternative, therefore, of leaving the cash in the store safe, or carrying home as much of it as he can manage in order to have it in his own safekeeping. In either case, he is bound to be the prey of anxiety until such time as he can get the money safely to the bank on the morning after the holiday.

The bank owes it to the merchants to relieve them of this anxiety and a little pressure judiciously brought to bear should result in a general decision to have branches open for a certain period at least on Christmas eve. If the merchants doing business at each bank were to get together and put the matter before the local manager, he would almost certainly recognize the justice of their claim.

EDITORIAL COMMENTS.

Just 10 more days left.

* * *

Make one article sell another.

* * *

Let us have your views on the proposed International Conference.

* * *

Three cheers for the optimist. Business is always good with him.

* * *

Only a lap and a half more and the Christmas selling race will be over.

* * *

Get in the money now before it all goes for useless Christmas presents.

* * *

Reports from the West indicate that the retail business is much brisker.

* * *

What is needed now is a touch of what is usually called "real old winter weather."

* * *

The good that is got from the inventory is worth a hundred times the work of getting it.

* * *

A man who doesn't pay his debts is, says the Christian Guardian, a sponge. He gets, but does not give.

* * *

And still the upward advance in eggs is unabated. If it weren't for the aeroplane how would we ever reach them?

* * *

The poor "hawg" is being overshadowed by the turkey. But after the New Year he will have his innings again.

* * *

Hetty Green attributes her longevity to eating onions. They carry off the impurities, she says. Here's to Hetty for the discovery!

* * *

There are three words which sum up the qualities most essential in business and they all start with B—Brains, Backbone and Ballast.

* * *

Selling maple syrup or sugar as it really is, should be made easier for the retail dealer. The present marketing and inspection system requires revision.

Wholesaler Recalls Incidents 20 Years Ago

He Did Business With All Grocery Brokers Mentioned in a Recent Issue — First Met Henry Wright on a Northern Canoe Trip — Dearth of Canadian Canned Goods in Old Days.

A wholesale grocer of a large Canadian city was looking over the story of men in the business twenty years ago, in a recent issue of Canadian Grocer.

"Yes, I remember them all," he said, in a reminiscent tone. "I knew Henry Wright more than twenty years ago. It was in 1890 I first met him, away up on a canoe trip on the Magnetewan. He was manager of Michie's then, and I remember when he started in the brokerage business shortly afterwards. I had left another wholesale firm some time before to go into business for myself.

Did Business With All.

He looked again over the faces and names, twenty years ago, and now.

"I did business with them all in those days—J. H. Magor, A. P. Tippett, Henry Wright, J. C. Rose, and Emil Poliwka—but"—breaking off suddenly, "don't go and say I was a figure of twenty years ago. Why, they'd think I was an old man. They'd say, 'There's old ——; I never thought he was getting up in years.' "

"Not those who know you, Mr. ——," returned Canadian Grocer.

"No, I don't look as if I had been in business over 25 years, but those who don't know me will think me old. So neither name nor photograph, please, Canadian Grocer."

In the words of the old song, "What was I to do in such a sad and sorry plight?" Sadly and sorrowfully Canadian Grocer gave its promise, and with that terrible nightmare removed, Mr. —— chatted for a few minutes of business conditions and methods in the early nineties.

"Except in farm produce there has been little advance in prices in that time, and some goods are cheaper now," he began.

Canned Goods Scarce Then.

"Canned goods will average pretty much the same. I remember we paid about $2 for a salmon in those days and $1 for lobsters. Now lobsters are up to $3 and the same salmon down to $1.

"All the canned fruit and vegetables I sold then I had to import, chiefly from the States. I thought an order for 10 cases of canned peaches was a big thing, where I think nothing of 1,000 now. But then there was very little sale for those goods. People were not getting big salaries then, and nearly every woman did her own preserving. They used the greatest odds and ends of bottles you could imagine, all shapes and sizes. There were few gem jars bought at that time. Some salmon was being packed in Canada then, but not much.

"I never thought, of course, of doing business out West, though I had travelers in Ontario.

Change in Credit Limits.

"Credit terms have been drawn much more tightly since these years. It used to be four months, with 3 per cent. off for cash, and two months for sugar, with 1½ off. Now, of course, it is a case of 30 days' net.

"But no names Canadian Grocer, I'm not growing old."

And he laughed a hearty laugh, and Canadian Grocer trusts that in 1933 the photograph of Mr. —— will adorn its pages.

Now, we have not told his name, his age, nor whether he used to wear a moustache, and is now clean shaven, nor even the city where he lives.

◆

THREE GENERATIONS OF MAGORS.

In the original article on the men engaged in the grocery brokerage business twenty years ago, some references were made to the firm of Magor Son & Co. which did not create exactly the correct impression so far as the history of this firm is concerned. The following will be clearer:—

Three generations of Magors are or have been connected with the grocery brokerage firm in Montreal, now known as Magor, Son & Co., Limited. J. H. Magor, the present head, is the connecting link between the first and third, he having been a part of the Magor firm since 1880.

J. H. Magor, whose old and new photographs were reproduced among the others, came from England in 1880 to accept a position with his uncle Frank Magor. After his uncle's death in 1893 he became sole proprietor. Until 1910 the name of the firm was Frank Magor & Co. Then it was changed to Magor, Son & Co., and finally in 1913 to Magor, Son & Co., Limited. At the latter date Mr. Magor's son, Norman A., came into the firm as vice-president. Thus there are the three generations of the Magor family associated with the firms J. & J. Colman, Ltd., & Keen, Robinson & Co., Ltd., in the sale of the products of these two firms in Canada.

The firm of Magor, Son & Co., Ltd., and their predecessors were the original agents for Keen's mustard in Canada, having sold the first consignment in 1870; and in 1902 when an amalgamation of the two mustard firms took place, the sale of Colman's products was also entrusted to Messrs. Magor. Magor, Son & Co., Ltd., hold several other agencies of Old Country firms, among them Cadbury Bros., Ltd.; A. Bird & Sons, Ltd.; Bryant & May, Ltd., and Tom Smith & Co.

◆

TWENTY YEARS AGO IN THE GROCERY TRADE

Following items are from Canadian Grocer of December 15, 1893:

> "The premises of the Anglo-British Columbia Packing Co., formerly in Bell-Irving and Patterson's office, at the corner of Cordova and Richards Streets, have been removed into the offices next door, where H. O. Bell-Irving, the agent, will henceforth conduct his own and the company's business."

Editorial Note.—Both "Anglo-British Columbia Co. and Bell-Irving" are today familiar names in Vancouver in connection with the salmon industry.

* * *

> "The Hamilton, Ont., Retail Grocers' Association has elected the following officers for next year: President, A. Ballentine; vice-president, J. Main; second vice-president, E. Hazell; secretary, W. R. Harvey, treasurer, C. Bremmer; auditors, C. Holt, G. Powell; executive Committee, J. O. Carpenter, C. H. Peebles, T. Hazell, J. Ronan and J. C. Boligan."

Editorial Note.—Although this was 20 years ago, several of the above mentioned are still Hamilton grocers and connected with the association.

◆

CATALOGUES AND BOOKLETS.

The Orrin Thacker wholesale grocers' directory for 1914, has come to hand. It contains 5,137 names and intimates that there are 3,053 exclusive wholesale grocers in the U.S., and 244 in Canada. It is published in Columbus, Ohio.

◆

A LEADING BUSINESS JOURNAL.

The MacLean Publishing Co., Ltd.—Please find enclosed the amount of two dollars in full payment of one year's subscription to The Canadian Grocer to Sept., 1914.

I have the pleasure to congratulate you on the perfect organization you have made to put The Canadian Grocer one of the best leading business journals in Canada.

Wishing the very best success, I remain,

C. A. PARADIS.

Quebec, Dec. 5th, 1913.

How Other Grocers Do Things

CO-OPERATIVE ADVERTISING.

Under the signature of The Retail Merchants' Association, an advertisement appeared recently in a Macleod, Alta. newspaper advertising co-operatively a special shopping week. The ad. ran as follows:

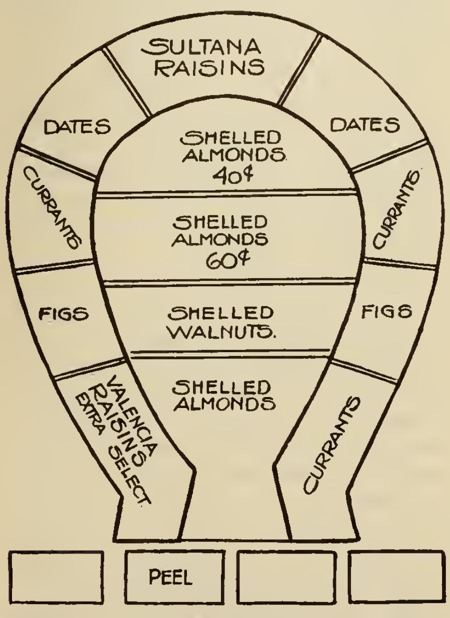
"THE MACLEOD RETAIL MERCHANTS' ASSOCIATION.

desires to draw the attention of the buying public to the buying advantages which our members offer during the week Nov. 10 to 15 when very special prices will prevail in every line. Practically every retailer in Macleod is doing his utmost to demonstrate the superiority of his wares and is anxious to form a closer bond of business friendship with the buyer. We firmly believe that money spent locally will be directly advantageous to the buyer and will help everyone whether in business or not. Money spent out of town is a loss to the community. This association through its members stands for reasonable and fair profits, for just and honest dealing."

* * *

A HORSESHOE WINDOW TRIM.

This year a great many dealers aimed to sell Christmas baking materials early by means of advance window displays. Many a variety was noticed, among the more appropriate being that recently used by T. A. Rowat of London, Ont. This was in the shape of a "good-luck" horeshoe trim as per the accompanying drawing. The horseshoe was made with strips of cardboard bent into the proper shape. The drawing shows how the horseshoe was apportioned off into sections in which the various dried fruits and nuts were shown. This made quite an appealing trim.



Horseshoe shaped window recently used by T. Rowat & Co., London.

* * *

CHRISTMAS ADVERTISING.

Although the method adopted by Goodwin's, Limited, one of Montreal's largest department stores, to advertise their sale of articles for Christmas purposes, may not be original, it is the first time it has been introduced to a Canadian public.

Last Saturday afternoon at 2.30 Santa Claus went to Fletcher's field, on Park Avenue, via the "air line route." All last week the big store had been receiving wireless messages direct from the airship, which was supposed to have started from the North about one week ago. These messages appeared each day in all Goodwin's advertisements, and to say that it instilled as much excitement in the children of Montreal as Christmas Day festivities generally do, is putting it mildly. Every child for miles planned a visit to Fletcher's field for Saturday afternoon. Those who could not go alone depended on their older sisters or brothers, while a host of parents were obliged to suspend their duties or cancel other arrangements in order to take the "kiddies" down to the big show.

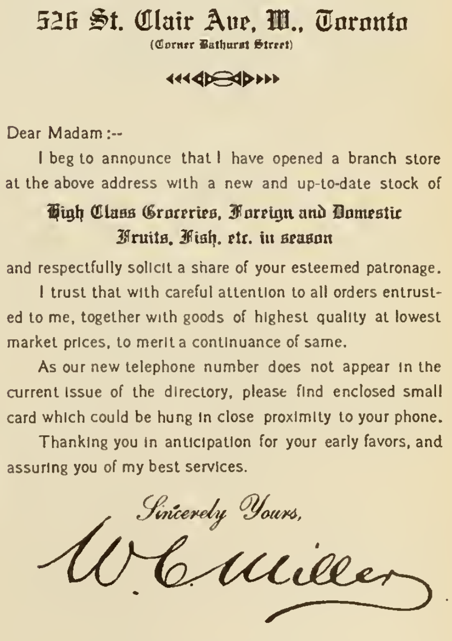
It was planned to meet Santa Claus with a brass band and then form a procession and march to the store on St. Catharine street. Can you imagine about half of the Montreal children in that parade?

This firm has also decorated the exterior of their store on St. Catherine street and the effect is very striking. All around their store they have their own electric lights. The poles are about 15 or 20 feet apart, each pole bearing five globes, one at the top and the other four, one on each side. They have placed red globes on the top lamp and with the other four white lights, it proves very striking. The effect is added to greatly by what might be termed a canopy over the sidewalk along the front of their building made of evergreen. Above this again, between the third and fourth floors, they have placed a couple of signs trimmed with evergreen and illuminated with electric lights of different colors, which bear seasonable greetings.

* * *

GETTING ACQUAINTED.

How to become acquainted and to get the public acquainted with you, has been a great problem in the business life of many a merchant. Particularly is this the case when a man moves into a new district or a new town.



526 St. Clair Ave. W., Toronto
(Corner Bathurst Street)

Dear Madam:--

I beg to announce that I have opened a branch store at the above address with a new and up-to-date stock of

High Class Groceries, Foreign and Domestic Fruits, Fish, etc. in season

and respectfully solicit a share of your esteemed patronage.

I trust that with careful attention to all orders entrusted to me, together with goods of highest quality at lowest market prices, to merit a continuance of same.

As our new telephone number does not appear in the current issue of the directory, please find enclosed small card which could be hung in close proximity to your phone.

Thanking you in anticipation for your early favors, and assuring you of my best services.

Sincerely Yours,

W. C. Miller

Wording of letter announcing opening in new district.

W. C. Miller, a Toronto grocer, some few weeks ago opened a new store in a new district. To let the people of the surrounding neighborhood know of his move he had printed a neat circular letter. The wording of this letter may be seen in the cut herewith.

Coffee Grinding and Making for Best Results

Address Before National Coffee Roasters' Association Which is Full of Ideas—An Important Matter for the Retailer, for, the Better the Coffee is Made, the More Will be Consumed.

How to make good coffee has been more or less of a controversial problem for a good many years. Coffee experts agree and disagree as to the proper modes of grinding and preparation. A recent address given by Edward Aborn, of New York city, before the National Coffee Roasters' Association seems to have created much comment among Canadian coffee men, one of whom has given Canadian Grocer a copy of the address. It reads in part:—

"The range of the research may be stated as follows:

Granulation.

"Samples obtained from roasters' indicate that very little coarse ground coffee, such as would go through a No. 6½ or No. 7 sieve, is being used by roasters. Many do not put out any coarse ground coffee.

"From samples and observations from about 100 grocery stores in city and country districts in different States adjacent to New York, I estimate that about 85 per cent. of the ground coffee sent out is so-called medium ground, ranging say from No. 5 to No. 6 sieve standard in its coarsest grains. Evidently the grocer grinds a little coarser than the roaster.

"Cup tests show a remarkable increase of brewing efficiency as coffee is more finely ground. The structure of the coffee granule consists of minute compartments or containers which are broken into more and more as the berry is more finely ground. Apparently each compartment yields its elements of flavor and color according as it is opened up. The coarser the grind the less the yield. The finer the grind the quicker, the better and the purer the yield. The evidence is that strength is obtained from the roasted berry by grinding, opening the containers, not by boiling, which adds the fibrous containers to the liquor, resulting in the consumption of the 'package' as well as its contents.

Efficiency of Granulation.

"From cup tests for comparative efficiency of granulations in drawings, I estimate the following:

"Medium granulation sifted through a No. 6 sieve, 25 per cent. efficient.

"Medium granulation, not sifted, 50 per cent. efficient.

"Pulverized, 100 per cent. efficient.

"That is, I found that one part of pulverized coffee will produce as much color and strength as two parts of medium ground, not sifted, and as much as four parts of the medium ground sifted. It is plain that sifting out the fine grindings, leaving only the coarser particles, decreases the extraction to a very important degree, and that pulverized coffee has double the drawing efficiency of the unsifted medium ground, so universally used.

"Fresh granulation is vitally important. My experiments show that ground coffee depreciates in flavor very fast. Coffee, pulverized fresh each day for four days, was packed in tin and on the fourth day tested blind. Each day's grinding was identified readily, the flavor having lost in brightness each day and showing a slightly reduced aromatic character for each day of time ground.

Efficiency of Water Temperatures.

"In considering the various methods of brewing coffee, the temperature of the water is an important factor. I made comparative cup tests of water at a temperature of 150 degrees fahrenheit, and at the boiling point 212 degrees fahrenheit. Pulverized coffee was used and the water was allowed to stand on the coffee, also poured through it by the filtration process. Results showed that water at 150 degrees was very inefficient. It extracted comparatively little of the flavor, the liquor obtained with boiling water being far superior. I estimate that with boiling water one part of pulverized coffee produces as much color and strength as two parts of pulverized coffee with water at 150 degrees. It seems clear that water at the boiling point is a necessity to economical and effective extraction, and that water at 150 degrees is but 50 per cent. efficient in extracting color and has much less efficiency in obtaining flavor.

Comparative Tests of Four Methods.

"Four representative methods of brewing have been considered and tested in various ways. The cup test results, of course, represent individual judgment and are so submitted. Four recipes were decided upon as representative and used in all tests.

"Recipe No. 1, Boiling—Coffee placed in cold water; brought to a boil, boiled five minutes, settled with a dash of cold water. Poured off, medium granulation used.

"Recipe No. 2, Steeping.—Coffee placed in cold water and allowed to come to a boil. Taken off. Settled with dash of cold water. Poured off. Medium granulation used.

"Recipe No. 3, Percolator.—Printed directions followed. Different timings of the process tried. Fine granulations used.

"Recipe No. 4, Filtration.—Place pulverized coffee in a close mesh muslin bag and pour through it water at the boiling point (not repeating the process.)

Boiled Coffee.—Boiled coffee is so fast relegated to the "dark ages" of coffee that it scarcely deserves mention. I have made cup tests, however, in comparison with other methods and with various granulations. The idea that the strength can be boiled out, using coarser grinding, rather than ground out by fine granulation, is an old and very mistaken theory. Boiling coffee is spoiling coffee. It is wasteful of quality and of quantity. it should for the good of coffee be discouraged in every possible way.

Steeped Coffee.

"Repeated tests of this recipe indicate that the principal extraction of value takes place the instant the water boils. That soaking in cold water is useless in extracting flavor and that the briefer the boil the better the coffee. Medium granulation is necessary to a degree of clearness and is universally advised for this method. From cup tests of this method against the filtration method with pulverized coffee, I estimate that this steeping method using the grocers' average medium grind, requires twice the quantity of coffee for the same color and strength as the filtration of pulverization produces. The steeping method does not produce the full aromatic flavor. A test was made with a group of 10 persons, drawing the coffees blind. The verdict was unanimous in favor of the filtered coffee.

"The use of eggs to settle the coffee is common to boiling and steeping recipes. The custom is crude and has no value. The liquor can be better cleared by straining off and the egg adds a foreign matter to the coffee, which is no improvement to flavor.

Study of Percolators.

"The percolator, by which the coffee is held in a glass container, and water pumped and sprayed over it through a tube and the liquor continuously thus circulated, is becoming an important issue in the future of coffee. A study was made of percolators of several types most widely in use. It was found that the temperature of the water coming up through the tube and spraying over the coffee varied with different makes. The highest temperature stated by a manufacturer was 150 degrees fahr. Others stated the temperature as averaging from 100 degrees to 130 degrees fahr. One of the leading advertisers claims the low temperature of the water as a merit and advertises that as the water never boils no tannic acid is extracted. The chemical analysis of percolator coffee, mentioned later, is in striking contradiction to this claim. Cup tests of percolator coffee confirm the tests previously mentioned of the efficiency of water at different temperatures. The aromatic flavor is not well extracted. The water at an efficient temperature flowing continuously extracts more and more of the undesirable elements.

"Cup tests of percolator coffee with coffee filtered through pulverized grounds show that the filtered coffee has much greater aromatic flavor and is very decidedly preferable in taste and character. The percolator liquor with the same quantity of coffee is also weaker in color. From tests made I estimate that four parts of pulverized coffee filtered will produce as much color and strength, with better flavor, than six parts of fine ground made in a percolator. A menacing feature of the percolator is the metal tube and sieve through which the coffee passes constantly and which is inaccessible to thorough cleaning and subject to corrosion."

LOPPING OFF SERVICE THAT DOESN'T PAY.

(Continued from page 25.)

serve that the account was now closed by our action and not hers.

As I had started, I thought I might as well clean up a few more. I, therefore, called up three others and told them we could no longer supply them with cream, since it was evident from our long-continued efforts that they did not care to buy other things off us. They were "hot" all right, but we got out of the work.

One Repentant Sinner Returns.

Now the interesting thing is that ONE came back—within a week. I was truly astonished to see her in the store. But her order—a nice one—was given, and then she looked me up and asked on what terms she could get her cream again; said she had been thinking over things and, aside from the fact of her wanting the cream very badly, she thought I was mostly right about the stand I had taken. I took pleasure in saying that I was just awfully glad to hear her say that, because I did not want to seem unreasonable, or unaccommodating, or discourteous; but that dollars and cents—expenses, etc.—precluded a continuance of a service such as we had been extending—and we must simply stop unless we could get the rest of the business. "You know, Mrs. Karker," I said smiling, "after all you simply cannot get anything bad out of this store! And you surely need not hesitate to send your orders by phone, because the most particular people in this town deal with us that way—we are trained to render the best service that way." So she started over—and you can safely bet that there is nothing—NOTHING—too good for her, and nothing within reason we will not gladly do for her. In fact, we are going to be so fond of her that we shall probably strain reason a trifle any time she seems to want us to do it! What? Thus was the repentant sinner received with greater rejoicings than any number of new converts to the faith!

Was it good business? Economically, yes. We have eliminated waste labor, and we are rendered more capable of giving due service where service is properly due. Hence, I think we score here.

Must Overcome Loss of Good Will.

Good will—dangerous, very dangerous. Only most painstaking service of those who play fair will enable us to live down and override the wrong impression passed from talker to talker in this matter. It is astonishing how even the "best" people will talk about their grocer. Here, however, we have the advantage that people who are well served and satisfied naturally sympathize with the abused absent one; and no talk will turn a satisfied customer away—the abuse must come home to herself first.

Educating the Public—undoubtedly we score there, for those women will be better grocers' customers in all their future experience. But only a trifle of reflex benefit will accrue to us. The best feature here will come through a growing impression that we will not be imposed upon and many housewives will avoid giving us nagging trouble.

Finally, twenty per cent. reform—good profitable reform—among customers who were only an expensive luxury—that was better than I had dared hope for.

So what is your idea? Do you agree that the action was justifiable? Better yet, and more important. Do you believe it was GOOD BUSINESS?

TAKING INVENTORY BY LOOSE-LEAF SYSTEM.

(Continued from page 23.)

has gone up or down since purchased?" was asked.

"I know that's a controversial question," he replied, "but in my case I give the invoice price always, except where I know the article has depreciated in value. If it has gone up, well and good; I'm better off then than what my stock book will show. However, as long as I take off sufficient on articles that have slumped in value, then I'm always playing safely. I would certainly," he added, "like to know what others think of this point."

Inventory on Selling Price.

"Would you suggest that as well as the cost price, the selling value of the goods be also included in the inventory?"

"That would," he replied, "mean considerably more work, but it probably would be worth while. Once you had the cost and selling price of entire departments such as canned goods, produce, flour, dress goods, etc., you could determine your average percentage of gross profit. If this was found to be short of what you expect you would know just where to apply the remedy. I'm rather inclined to think that would be a good scheme."

In this store a stock of some $20,000 is carried. It takes the staff about five or six days, working between times, getting everything weighed, measured and counted but only a short time to record the amounts and costs in the loose-leaf stock book. This book being loose leaf, sheets can be added at will, and being indexed any page desired can be quickly found. This dealer does not believe in taking stock promiscuously—that is putting everything down as it is reached and having canned goods, spices, tea, nails, and shovels all on the one page. When this is done only the total stock is known. When the indexed book is used the total cost of each line of goods is known as well as the total, and this is valuable information in more ways than one.

Stock is also taken of the goods in the barn such as delivery wagons, horses, hay, oats, etc.

Grocers' Letter Box

The Canadian Grocer.—Can you put us in touch with the firm that supplies an air machine for keeping the shop windows from freezing up. This information would be appreciated.—W. R. B. Bank Street, Ottawa.

Editorial Note.—An electric fan has been found effective for this purpose. This can be secured from manufacturers such as Fisher Electric & Manufacturing Co., Limited, 43 Brittain street, Toronto; Chapman & Walker, Ltd., 118 Richmond St. West., Toronto; Canadian Westinghouse Co., Hamilton; Canadian General Electric Co., Peterborough, Ont., or from almost any retail dealer in electrical supplies.

* * *

Canadian Grocer wishes to thank those dealers who were good enough to send us the copies of June 7, 1912, asked for in last week's issue. Our request was splendidly responded to.

Fish Business Must be Built up Gradually

Experience of One Large Store That Finds This Department a Very Important One—Peculiarities of Human Nature—Methods of Two Stores Contrasted—Old Country People Found to be Good Fish Buyers.

(Third article of series. No. 2 appeared on Nov. 7, and No. 1 on Oct. 24.)

One of the charms of the fish business is the nice problems that confront the merchant, with "nice" used in the sense of "ticklish." Everyone likes solving a knotty question, and the sale of fish combines good profits with interesting tests for the wide-awake salesman.

Such a one confronted the manager of the Wm. Davies retail store on Queen Street West, Toronto (near Yonge), and is well worth the telling. One day, feeling that he had over-estimated the buying tendencies of the public, and not wishing to hold over much stock until the following day he started to apply the "bargain sale" idea that usually stimulates buying in most lines of merchandise. So he marked down the prices of all his fresh fish a couple of cents or more a pound, and with a confident feeling, attended to his other managerial duties, and awaited developments.

Lower Prices Killed Sales.

These turned out to run in a negative rather than a positive direction. In place of crowds of eager buyers, snapping up the "bargains," there was a sudden, inexplicable lull in sales. They had been slow before, but now, not enough to pay for the ice around the fish.

What was the matter? A little investigation showed. People do not want "bargain sales" in fish. And why? Because they are afraid that something must have affected the delicate mechanism of the fish: in other words, the blight of age was upon them! Else why, they argued, would the store be selling them far below regular prices?

Mr. Harding, the manager, wasted no time in restoring the prices. The response was almost magical. From then until the close of the day sales were steady and he finished at six o'clock with little of the stock left over.

Saturday Night vs. Mid-week.

It might be well to link with this experience that of F. Simpson & Sons, Yonge street, Toronto, narrated in the issue of Canadian Grocer of two weeks ago, where Mr. Simpson stated that it was his regular habit to place on sale at reduced prices any surplus stock he had. But note the difference his "bargain sales" took place on Saturday night, when the public acepted them as a natural incident, like reduced prices on fruit, etc. ,and other lines of perishable goods.

What works well on a Saturday night proved fatal in the middle of a weekday, with the quality of the fish in both cases the same. What an interesting study is the public that passes by our stores!

Why Department was Started.

The story of the building up of the fish trade in this particular store on Queen street is the story of a big retail business in fish. The store itself is the largest of the Davies branches in the city, and fish for long, was a very diminutive companion of fresh and prepared meats, poultry and game, butter, eggs, cheese, tea, coffee, fruit and condiments in bottled or bulk form. The idea of adding fish to the business was suggested, it is said, by the example of a firm that did an extensive fish trade. So, as any grocer might find it profitable to ask, "If so-and-so can make more money out of selling fresh and prepared fish, why cannot we?" The first experiment did not last long. There was an idea, it seems, that a large trade should be built up in the twinkling of an eye, and this is hardly ever the experience of a seller of fish. It must needs be so, for it takes time to persuade people to adopt any new line of diet. Conversely, in this lies the best reason for persevering in fish selling, for if the education in the use of fish is not given rapidly, the taste does not depart rapidly. Build up a fish business, and it remains with you, year in and year out. It is quite worth the effort.

It was on the basis of a steady growth that the Davies Co. begun the second experiment. More patience, it would appear, was put into it so far as immediate results are concerned. On this line is has succeeded, and has justified many times over those who stood back of it.

Increasing "Old Country" Demand.

It should be pointed out here, as Mr. Harding explained, that there is in Canada now a growing section of people whose fish education is already completed: in England, and Scotland and Ireland fish was valued as an important element in their diet. These Old Country people want fish, and many do not buy it only because they cannot get it. This has been the experience of the Davies store.

Background of Prepared Fish, Piles of Oysters in the Shell, Lobsters, Prawns, Etc.

Smelts 16 cents a lb.	Flounders 14 cents a lb,	Salmon Trout 12 cents a lb.
Lake Herring 12 cents a lb.	Perch 15 cents a lb.	Haddock 12 cents a lb.
Mackerel 25 eents each.	Whitefish 15 cents a lb.	

This is a diagram of a typical window display of fish by the Wm. Davies Co., at their branch on Queen Street west, near Yonge, in which 8 or 10 varieties of fresh fish usually are shown, with the varieties and prices clearly marked on cards. The background is arranged on inverted fish boxes, and often consists of piles of shell oysters, lobsters, live and prepared, and cured fish. The fresh fish are placed on a bed of ice.

Current News of the Week

Quebec and Maritime Provinces.

Marcil & Lamarre, manufacturers of brooms and brushes, St. Michel, Que., have registered.

W. J. Roberts, Furuya & Nishimura, Montreal, has sailed for England to spend Christmas.

Augustin Compte & Cie Ltee, Montreal, have moved from 23 St. Urbain Street to 686 Notre Dame St. East.

Breault Gill & Co. have opened new premises at 622 St. Paul St., Montreal, and are manufacturing pickles, etc.

The Eastern Wholesale Co., Ltd., Sydney, C.B., has been taken over by the Cape Breton Wholesale Grocery Co., Ltd.

J. C. Rose, Rose & LaFlamme, Ltd, Montreal, left this day a week ago for Lincoln, England, where he will spend a couple of months with his family.

Zeph. Hebert, president Hudon Hebert & Cie, Ltee, Montreal, will sail on 16th instant for France where he will enjoy a holiday with his family who have been abroad for some time.

Jas. Campbell, formerly senior partner of The Acme Can Co., Montreal, and Hamilton, who in May, 1908, sold out to the American Can Co., has resigned his position as Montreal sales manager and will leave shortly on a business trip to England returning to Montreal after about a fortnight's absence.

Ontario.

David Darling, grocer, Gananoque, Ont., has sold to Kelly & Bullock.

F. C. Knight, grocer, Toronto, is succeeded by A. Vanderwater.

Fisher & Strait, grocers, Port Arthur, Ont., have sold to Ambrose Ferguson.

R. S. Evans, of Evans Bros., general merchants, Corinth, Ont., died recently.

P. G. Flanagan, general merchant, Armstrong, Ont., has succeeded Flanagan & Brown.

R. D. Ramsay & Co., general merchants, Plattsville, Ont., have sold to The J. B. English Co.

The Computing Scale Co., Toronto, have opened a show and sales room on Yonge St., a couple of doors below Carlton Street.

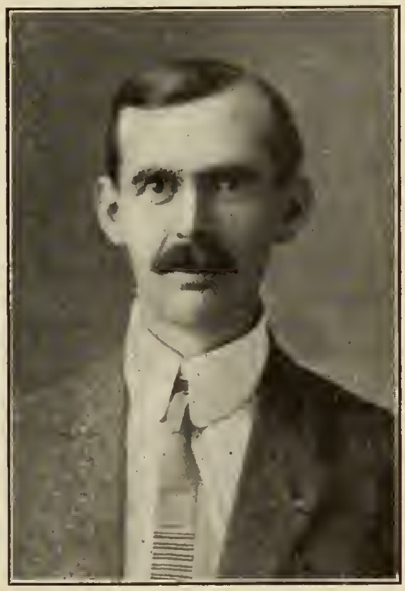
Mr. McVicar, Gunn's, Limited, West Toronto, has just completed a month's business trip in Quebec Province and Maritime Provinces.

J. Martin Lee, who has been in Canada in the interests of O. T. for some time has gone back to England. He will return here early in the New Year.

A. G. McCormick, who for many years represented the Lake of the Woods Milling Co. in Ottawa, died recently in his 65th year.

The R. M. A. of Hamilton held a banquet last night. The provincial branch was represented by E. C. Matthews, Toronto grocer, the Ontario president.

Frank Taylor's new store was opened at Niagara Falls, Ont., last week under auspicious circumstances. A five-piece orchestra provided the music and from 5.30 until 7.00 during the afternoon, a dance was held inside of the store which was attended by about thirty-five couples. Several demonstrators were present.



CHAS. McCAUSLAND, Paris, Ont.

Mr. McCausland represented the Paris trade at the London R.G.A. banquet. He is a member of the executive of the Ontario R.G.A.

The medical health department of Toronto is behind a movement to separate meats from groceries. That is, it is their desire to see fresh meats sold in a separate store with a separate door, similar to the present regulation covering sale of groceries and liquors. In this the health officials have a pretty difficult nut to crack. If grocers cannot sell meats, why should butchers sell canned goods, tea, pickles? The definition of a "grocery store" will be the big point involved, and if the proposed legislation comes before the council there will be many strenuous objections.

Western Canada.

Stock of Alex. MacDonald, grocer, Winnipeg, has been sold to J. A. McDowell.

Frank Renough, general merchant, Bowsman River, Man., has succeeded Geo. Bradley & Son.

A. & H. Vansickle, general merchants, Swan River, Man., are succeeded by Alex. Vansickle.

E. W. Lewarton, general merchant, Brooking, Sask., is succeeded by Lewarton Bros. & Johnston.

D. D. Campbell, Kelowna, B.C., who, until the time that Lequime Bros. sold to Richmond's was then manager, having been employed there for several years, is launching out for himself in the grocery business on or about the 1st of the year.

To W. R. SPOONER, Montreal, sales manager, North Atlantic Fisheries, Limited, of Halifax, N.S. Mr. Spooner was born in Glenburnie, Ont. (Frontenac County), on December 15, 1873. He has been five years with the above mentioned company, prior to which he was fourteen years with the Dominion Express Co.

* * *

To W. F. MORLEY, vice-president Canada Brokerage Co., Ltd., Toronto. Mr. Morley was born at Cooksville, Ont. (County Peel), on December 14, 1868. He has been ten years in the present business, and before that time was seven years in business for himself in the brokerage line.

* * *

To CECIL A. JENKINS, secretary-treasurer Litster Pure Food Co., Ltd., Toronto. He was born on December 3, 1877, and has been with the above company since its inception, 4 years ago. Previously he was 18 years with Gowans, Kent & Co.

* * *

To G. BENSON, Montreal, president and managing director of the Canada Starch Co., Ltd. Mr. Benson was born in Montreal on December 12, 1864. Since the organization of The Canada Starch Co. in 1906, he has been president and managing director of it. He was president of the Edwardsburg Starch Co. since January, 1894, and also managing director since 1901.

Sugar Makes Unexpected Decline of 10 Cents

Due to Weakness in Raws and Dull Market—Almonds, Walnuts and Filberts Advance — Peels Scarce and Half Cent Up — Sardines Very Scarce and Orders Subject to Supplies.

MARKETS IN BRIEF

QUEBEC MARKETS.

PRODUCE AND PROVISIONS—

Fresh killed hogs decline 50c per cwt.
Less demand for eggs expected in Western Canada.
Belief general that cheese will go higher, as stocks are very low.

FISH AND OYSTERS—

Cod and haddock advance 1c per lb., N. S. herring 25c per bbl., and B. C. salmon 3c per lb. Clams are up $1 per bbl.
Lobsters declined 5c for live and 4c for boiled.

FRUIT AND VEGETABLES—

Cranberries decline 50c per bbl.
Potatoes down 10c a bag.
Valencia oranges on market, at $4.25-$5.50.
Red danver onions drop $1, and turnips 25c a bag.

ONTARIO MARKETS.

PRODUCE AND PROVISIONS—

Many carloads of eggs being imported from Chicago, and advance in storage prices has been checked.
Fresh creamery and separator advance 1 to 2c.
Poultry probably has reached lowest point.
Hogs at $7.90 lowest since early in present year.

FISH AND OYSTERS—

Wholesalers decide to make no advance in oysters until after Christmas, some opposing it even then.
B. C. salmon, cod steak and Labrador herring advance.

FRUIT AND VEGETABLES—

California navels decline 50c a case, and are below last year's prices. Floridas drop in sympathy.
Lemons are easier.
Potatoes drop 5c a bag.

FLOUR AND CEREALS—

Demand for flour, Manitoba and Ontario, is dull.
Very little Ontario wheat being milled yet.
Advance in cornmeal in New York not reflected in Canadian quotations.

GENERAL GROCERIES—

Sugar declines 10c per cwt.
Almonds again advance.
Peels scarce and ½c up.
Much anxiety over working out of new cartage rates.

QUEBEC MARKETS.

Montreal, Dece. 11.—The weather is much more seasonable at time of writing than it has been for past month. Thermometer is down below freezing, and a little snow is on the ground. However, the weather has not had much effect on the amount of business carried on by the grocers this fall, with the exception, perhaps, of the different qualities. One wholesaler remarked to-day that there was quite a difference in the quality of goods being purchased this year from those purchased last season, claiming that a cheaper quality was in demand. This was contradicted by another firm immediately after, as they claim that the higher quality goods were much more prominent this year than ever before.

Collections are very good in the East, while they are showing improvement every day out West.

First want supplies are being neglected, as the grocer has been forced to give all his attention to seasonable lines, with the result that staple lines are being left till after the demand for Christmas supplies has been satisfied. The demand for "dainties," or seasonable lines, such as dried fruits and nuts, has been so great that from present outlook it appears as if there would be a famine.

There has been an exceptionally strong market for Canadian sardines, and, although there has not been an advance in price recently, it seems that in such an event packers would be justified.

SUGAR.—A reduction of 10 cents per 100 pounds has taken place during the past week, and is said to be caused by the fact that the market for raw sugar is easier with prices down a little.

The demand is normal for granulated, while fancy sugars are in good demand.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	4 35
20 lb. bags	4 45
2 and 5-lb. cartons	4 65
Second grade, in 100 lb. bags	4 20
Extra Ground Sugars—	
Barrels	4 75
50 lb. boxes	5 05
20 lb. boxes	5 15
Powdered Sugars—	
Barrels	4 75
50 lb. boxes	4 95
25 lb. boxes	4 95
Paris Lumps—	
100 lb. boxes	5 10
50 lb. boxes	5 30
25 lb. boxes	5 40
Crystal Diamonds—	
Barrels	5 15
100 lb. boxes	5 30
50 lb. boxes	5 40
Cartons and half cartons	7 05
Crystal Dominoes, cartons	7 15
Yellow Sugars—	
No. 3	4 40
No. 2	4 40
No. 1	4 00

cwt. above bag prices.

MOLASSES AND SYRUP. — This market shows no change from last week, with a fair volume of business passing. Prices remain the same.

Barbados Molasses—	Prices for Island of Montreal. Extra Fancy.	Fancy.	Choice
Puncheons	.44	.41	.39
Barrels	.47	.44	.42
Half Barrels	.49	.46	.44

For outside territories prices range about 2 cents lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3½c: ½ bbls., 3¾c: ¼ bbls.		0 04
Pails, 38½ lbs., $1.85: 25 lbs.		1 35
Cases, 2 lb. tins, 2 doz. in case		2 60
Cases, 5 lb. tins, 1 doz. in case		2 85
Cases, 10 lb. tins, ½ doz. in case		2 75
Cases, 20 lb. tins, ¼ doz. in case		2 70
Maple Syrups—		
Pure, per 8½ lb. tin		0.75
Pure, in 15 gal. kegs, 8c. per lb., or per gal		1.00
Maple Sugar, pure, per lb.	0 10	0 11

DRIED FRUITS.—The amount of business passing in this market has set a record for all previous years in the history of most wholesale houses of Montreal. All lines are in great demand, and some repeat orders have been received. Stocks in some cases are completely exhausted, while the rest are very low; in fact, one dealer said to-day that he has never seen them so low. Prices have not changed, as they are all quite high at present. It is not wondered at, though, in view of the steady demand and low stocks.

EVAPORATED FRUITS.	Per lb.	
Apples, 50-lb. boxes	....	0 09
Nectarines, choice	....	0 11
Peaches, choice	0 10½	0 13
Pears, choice	0 13	0 14
Apricots	0 16	0 20
DRIED FRUITS.		
Candied Peels—		
Citron	....	0 16
Lemon	....	0 10
Orange	....	0 11
Currants—		
Amalias, loose	....	0 07
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg.	....	0 07¼
Farda, choicest	....	0 11
Hallowee, loose	....	0 06
Hallowee, 1-lb. pkgs.	....	0 07¼
Figs—		
Finest, 6 crown, about 12 pounds	....	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 11½	0 13
50 to 60, in 25-lb. boxes, faced	0 10½	0 11½
60 to 70, in 25-lb. boxes, faced	0 09	0 10½
70 to 80, in 25-lb. boxes, faced	....	0 09½
80 to 90, in 25-lb. boxes, faced	....	0 09
95 to 100, in 25-lb. boxes, faced	0 08	0 08½
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 75	6 00
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	....	0 10
Lower grades Sultana, 1 lb. pkgs.	....	0 11
Valencia, new	0 06¼	0 07½
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

RICE AND TAPIOCA.—The demand at all times in this market is very steady, with a fair amount of business passing. Prices very seldom change, and this week has been no exception.

Rangoon Rice—		Per cwt.
"B," bags, 50, 100 and 250 lbs.		3 30
"B," pockets, 25 lbs.		3 40
"B," pockets 12½ lbs.		3 50
"C.C.," bags 50, 100 and 250 lbs.		3 20
"C.C.," pockets 25 lbs.		3 30
"C.C.," pockets 12½ lbs.		3 40
India bright		3 45
Lustre		3 55
Fancy Rices—		Per cwt.
Polished Patna		4 40
Pearl Patna		4 60
Imperial Glace		4 90
Sparkle		5 10
Snow, Japan		5 30
Ice drips, Japan		5 45
Crystal, Japan		5 10
Carolina head		7 10
Imported Patna—	Per lb.	
Bags, 224 lbs.	0 05½	0 05⅝
Half bags, 112 lbs.	0 05¼	0 05½
Quarter bags, 56 lbs.	0 05⅜	0 05⅝
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05

NUTS.—The demand has been greater this year than ever before, and stocks are the lowest they have been for years;

in fact, a famine would not be any great surprise to some of the local dealers, as they claim that they have never before experienced the same demand that has been in evidence on local market this season. Prices in most lines are high, caused by this demand and low stocks. They have, however, remained the same as last week's quotation.

Shelled walnuts, per lb.	....	0 34
Shelled almonds, 28 lb. boxes, per lb.	0 40	0 41
Finest filberts	0 13	0 13½
Brazils	....	0 22½
Pecau	....	0 20
Almonds	....	0 18½
Walnuts	....	0 17
Peanuts	....	0 13
Peanuts (G)	....	0 09

TEAS.—There is the same steady feeling in the market that is in evidence mostly all the time. There are no features to report, with prices remaining the same. Stocks are a little lower than usual.

Japans—		
Choicest	0 40	0 50
Choice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 75	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Spanish No. 1	....	0 12¾
Virginia No. 1	....	0 13¾
Gunpowders	0 19	0 35
China Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey. gunpowder, pinhead	0 30	0 50

COFFEE.—There is no special feature to report on the local market for the week. The demand is quite steady, and seems satisfying to the trade. Coffee is one of the few articles which is in steady demand, as it has no seasons.

Coffee, Roasted—		
Bogotas	0 27	0 28
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 22	0 20
Santos	0 22	0 23
Chicory, per lb.	0 10	0 12

SPICES.—The local market is featureless, and, although a strong, steady demand is always in evidence, the Christmas trade does not affect the market to any extent worth mentioning.

	5 and 10 lb. Tins.	¼ lb. pkgs., doz.	¼lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	23—28	72—0 90	90—1 15
Cloves	30—35	1 08—0 95	..—1 00
Cream tartar	27—33	..—1 00	....
Curry powder	..—35	....	....
Ginger	22—27	65—0 85	75—0 95
Mace	75—1 00	....	..—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	18—20	67—0 75	80—0 90
Peppers, white	28—29	95—1 10	1 10—1 20
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	65—0 00	75—0 00
Turmeric	16—18	....	....

Range for pure spices according to grade. Pails or boxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Cardamom seed, per lb., in bulk	1 80	2 25
Carraway—		
Canadian, per lb.	....	0 10
Imported, per lb.	....	0 15
Carraway. per lb.	....	0 12
Cinnamon. Ceylon. per lb.	....	0 50
Mustard seed. per lb., in bulk	0 10	0 12
Celery seed, per lb., in bulk	0 30	0 35
Shredded cocoanut, in pails	0 18	0 20

ONTARIO MARKETS.

Toronto, Dec. 11.—The last lap of Christmas trade and the looming up of cartage rates after 1st of January divide interest at this time, and of the two, probably the latter unknown situation excites most attention. Some wholesalers at present do not see yet how they can avoid bearing expense of carting goods to station on all shipments to out-of-town customers. Even if they maintain cartage service of their own at present, big additional expense would be involved. Figuring this out for each load would be an endless task, and few care to contemplate addition of item to end of each invoice: "Cartage, ————."

"Guess it will be another chip taken off the jobbers' profits," remarked one with a professed feeling of resignation.

While business in most lines cannot be called brisk, season on whole appears to be turning out, in the main, satisfactory.

SUGAR.—Decline of 10 cents caused scarcely a ripple on the market, as business now and for a few days past has been rather dull. One broker said that refiners in lowering—a step, by the way, which was unexpected locally—had simply followed raws down and reflected actual condition of market at a time when it made little difference which price ruled. He thought such a move, with prices very low as it was, would have effect of increasing confidence in refiners and cause more buying next time there was a rise.

New crops of raws are coming in fairly freely, and at a time when refiners are independent of supplies. At the same time decline in raw values has been very rapid, and indications are that they are scraping on bottom, as prices for both cane and beet sugars are believed to be now close to cost of production. Future course of market seems dependent on Europe, where 88 per cent. of beet for January shipment is quoted fully 60 cents per cwt. above New York parity on recent sales for 96 test Cubas for January clearance from the Island. It will not be possible to maintain this disparity in prices, and we may look to see values equalized in near future. Such a difference in price, it is expected, will bring European speculators as well as refiners into market for Cubans at around 1.85 to 1.90 f.o.b. Cuba, which will be about equivalent of New York c.i.f. basis.

This, in conjunction with closeness to cost production, is considered one of strongest features in present situation, though it is generally believed that prices will continue on or about present low level for some weeks to come, while new Cuba crop is being rapidly harvested. At last advices there were fourteen central factories in operation, and crop is now making fast.

American refiners, however, are indifferent, as they have ample stocks in hand for immediate requirements, especially at a time when factories are closing down. Moreover, prevailing low prices deprive operators of any incentive to rush their sugars to market.

	Per 100 lbs.
Extra Granulated Sugars—	
100 lb. bags	4 40
20 lb. bags	4 50
2 and 5 lb. cartons	4 70
Second grade granulated, in 100 lb. bags	4 25
Extra Ground Sugars—	
Barrels	4 25
50 lb. boxes	5 00
25 lb. boxes	5 20
Powdered Sugars—	
Barrels	4 60
50 lb. boxes	4 80
25 lb. boxes	5 00
Paris Lumps—	
100 lb. boxes	5 15
50 lb .boxes	5 25
25 lb. boxes	5 45
Crystal Diamonds—	
Barrels	5 20
100 lb. boxes	5 15
50 lb. boxes	5 25
Crystal Dominoes, cartons	7 20
Yellow Sugars—	
No. 3	4 25
No. 2	4 15
No. 1	4 05

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

NUTS.—Market was very firm this week with advances of about one cent in almonds, in shell and shelled, Grenoble walnuts and filberts. Stocks have gone out freely as demand has been well maintained. Whole tendency apart altogether from stiffening natural at Christmas is for higher prices.

	Per lb.	
In shell—		
Almonds, Tarragona, new	0 17	0 18
Brazils	0 21	0 22
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	....	0 13
Peanuts, green, per lb.	0 08¾	0 10½
Peanuts, roasted	0 10	0 13
Pecans	0 17	0 18
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Cornes, new	0 14	0 15
Walnuts, Grenoble, new	0 16	0 17
Wainuts, Marhots	0 14	0 15
Shelled—		
Almonds	0 41	0 45
Filberts	....	0 27
Peanuts	0 11	0 12
Pecans	....	0 50
Walnuts	0 33	0 35

COFFEES.—Effects of recent failures in Brazil have disappeared, and market is stronger again. Mild grades are quite high, and are being very closely held. New development that is likely to have considerable effect on future supplies is action of Government in planting 24,000,000 trees of "robusta" type in Java and Sumatra. These have been taken from Malabar Coast, but, as in previous experiments in other countries, this brand, known to trade at present as low grade, is expected to improve greatly from nature of new soil. Locally prices are unchanged.

Coffee, Roasted—		
Bogotas	0 27	0 28
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 18	0 20
Santos	0 22	0 23
Chicory, per lb.	0 10	0 12

DRIED FRUITS.—With Christmas business in full swing and quotations generally known, prices tend to remain steady in dried fruits. However, scarcity of peels, due, it is said, to under-estimate of demand, has made prices about ½ cent firmer this week. Currants are reported 6d. up in Greece, but this has not had any effect on local prices. Cables report statistical position in

Greece on currants much better than last year, as there are fewer available, and quantity of good quality is very limited. Prunes are still firm, with supply of large sizes still below demand.

Apples, evaporated, new, per lb.	0 09	0 09½
Apples, evaporated, old, per lb.	....	0 08
Apricots—		
Standard, 25 lb. boxes	0 15½	0 16½
Choice, 25-lb. boxes	0 18	0 18½
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 10½	0 11½
Orange	0 11½	0 12
Citron	....	0 16½
Currants—		
Filiatras, per lb.	....	0 06½
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	0 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ¼ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 08	0 08½
Packsge dates, per bag	0 07½	0 08½
Hallowees	....	0 06½
Figs—		
3 crown layers	0 10	0 11
4 crown layers	0 10½	0 11½
5 crown layers	0 11½	0 12½
6 crown layers	0 12½	0 13½
7 crown layers	0 14	0 15
Fine pulled	....	0 14
Natural figs, in bsgs, lb.	0 05	0 07
Comadre figs, in tsps, per lb.	....	0 04¾
Prunes—		
30-40s, regons, new crop, 25 lb. boxes	0 12	0 12½
30-40s, Californias, 25 lb. boxes	0 15	0 16
40-50s, 25 lb. boxes	....	0 12
50-60s, 25 lb. boxes	....	0 11
60-70s, 50 lh. boxes	....	0 10
70-80s, 50 lb. boxes	....	0 09½
80-90s, 50 lb. boxes	....	0 09
90-100s, 50 lb. boxes	....	0 08½
25 lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	....	0 08¼
Choice, 50-lb. boxes	....	0 09
Choice, 50-lb. boxes	....	0 08½
25 lb. boxes ¼c more.		
Raisins—		
Sultana, choice, new	0 08	0 10
Sultana, fancy, new	0 10	0 12
Valencia, new stock	0 06¾	0 08½
Seeded, fsncy, 1 lh. packets	....	0 10
Seeded, choice, 1 lb. packets	....	0 09½
Seeded, choice, 12 oz.	....	0 08
Seedless, 16 oz. packets	0 09¾	0 10
Seedless, 12 oz. packets	0 07¾	0 08

HOLLY.—Although out of usual line of groceries, holly is an important item to trade at this season. Dealers report good holly as scarce this season. Frosts in Carolina and Virginia in early season destroyed most of the berries. Prices as result run from 25 to 50 cents higher, about $4.25 to $4.50 per case, and quality at that is not as good as last year.

CANNED GOODS.

Toronto, Dec. 11.—Sardine situation shows no improvement so far as quantity is concerned, and stocks all over world are reported very light. Winter catch of Norwegians is now on, but these are regarded usually as record grade. Even at that all orders are being executed subject to confirmation of price and to pack. Summer catch has been almost absolute failure, and no run of better grades can be secured until next July. Same condition prevails in North Sea, and catch of English sprats has been affected. Domestic sardines are in same position, and orders are subject to catch and confirmation of price.

MANITOBA MARKETS.

POINTERS:—

Rio Coffee—Roasted, 1 cent advance.

Evaporated Fruits—Advancing.

Winnipeg, Dec. 11.—Wholesale grocers report an active demand for staples and Christmas specialties. Confidence is expressed that at close of year inventories will show that business of 1913 has been quite up to that of last year.

Outside of a temporary firmness in coffee and an advance of ½ cent per lb. on evaporated peaches and ⅜ cents on evaporated pears, there are no changes announced in prices of staple lines.

The general business situation is considered satisfactory and collections are fair. It must not be forgotten, however, that the crop is now nearly all out, and that the money is in rather free circulation just now, but it is likely to be somewhat scarce in country districts before the next crop comes in. It is satisfactory to note that money is easier, and capital for Western development is likely to be forthcoming without necessity of paying exorbitant prices.

SUGARS.—There is nothing new in the sugar situation. There has been a good demand in conjunction with other holiday trade.

	Per cwt. in bbls.
Sugar, Eastern—	
Extra standard granulated	4 95
Extra ground or icing	5 55
Powdered	5 35
Lumps, hard	5 85
Montreal yellow	4 55
Sugar, B.C.—	
Extra standard granulated	4 95
Yellow sugar, No. 1	4 55
Yellow sugar, No. 2	4 40
Yellow sugar, No. 3	4 30
Bar sugar	5 10
Icing sugar	5 30
Powdered sugar	5 10
H. P. lumps	5 80
Sugar packed in 100 lb. sacks 5c per 100 lbs. less.	

SYRUPS.—Molasses has been in a little better demand during past week. Corn syrup is also selling better. Indications are for higher prices, as corn is firm, and in the opinion of many in the trade is likely to be firmer.

Corn Syrups—		
Barrels, per 100 lbs.	....	4 25
Cases, 20-lb. tins, ¼ doz. in case	....	2 77
Cases, 10-lb. tins, ½ doz. in case	....	2 76
Cases, 5-lb. tins, ½ doz. in case	....	2 88
Cases, 2-lb. tins, 2 doz. in case	....	2 48
B. C. Cane Syrups—		
2 lb. tins, 2 doz to case, per cs.	....	2 85
5 lb. tins, 1 doz. to case, per case	....	3 20
10 lb. tins, ½ doz. to case, per case	....	3 00

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Lethbridge. For Edmonton and Saskstoon they are 5c case higher.)

Molasses—	Per gal.	
Barbadoes	0 45	0 50
New Orleans	0 33	0 35
Maple Syrups—	Per case.	
Imperial quarts, case 2 doz.	....	5 20
Imperisl ½ gals., 1 doz.	....	4 75

DRIED FRUITS.—There has been a very active trade in dried fruits, with plenty of sorting trade going on. Prices on all lines are steady.

	Per	lb.
Apricots—		
Extra choice	....	0 18½
Choice	....	0 18
Standard	....	0 17
Slab	....	0 15
Currants—		
Dry clean	....	0 07½
Washed	....	0 07¾
1 lb. package	....	0 08¾
2 lb. package	....	0 17¾
Figs, Cooking—		
Choice, boxes	....	0 06¾
Half boxes	....	0 06½
Half bags	....	0 06¼
Nectarines	....	0 11
Prunes, in 25-lb. boxes—		
90 to 100	....	0 08
80 to 90	....	0 08½
70 to 80	....	0 09
60 to 70	....	0 09¾
50 to 60	....	0 10½
40 to 50	....	0 12
Raisins, Valencias—		
Fancy, off stalk, 28s, per box	....	2 20
4 crown layers, 28s, box	....	2 40
4 crown layers, 14s, box	....	1 25
4 crown layers, 7s, box	....	0 65
Raisins, Sultanas—		
California	....	0 12
Smyrnas	0 10	0 12
Raisins, Muscatels—		
3 crown, loose, 50s	....	0 07¾
3 crown, loose, 25s	....	0 08¼
Choice seeded, package	....	0 09
Extra fancy seeded, package	....	0 10

TEAS AND COFFEES.—Coffee generally is weaker, but all depends upon the growing crop in Brazil. Roasted Rio is up 1 cent per lb.

	Per	lb.
Coffee—		
Rio, No. 5, green	....	0 14
Rio, roasted	....	0 18
Santos, green	....	0 16
Santos, roasted	....	0 21
Chicory, per lb.	....	0 11¼
Teas—		
China, blacks, choice	0 25	0 40
India and Ceylon, choice	0 32	0 49
Japans, choice	0 35	0 45

BEANS.—Continued mild weather and consequent delay of work in the woods has been unfavorable to much activity in beans. Prices are steady.

Beans—		
Austrian, hand picked	....	2 65
3 lb. picker	....	2 25
Peas—		
Split peas, sack, 98 lbs.	....	3 85
Whole peas, bushel	2 75	2 65
Barley—		
Pot, per sack 98 lbs.	....	3 45
Pearl, per sack 98 lbs.	....	4 75

NUTS.—There is a good holiday demand for nuts of all kinds, and new season's stuff is now mostly on the market. Prices on all lines are firm.

	Per	lb.
In shell—		
Almonds, Tarragona	....	0 16½
Brazils	....	0 22
Filberts, Sicily	....	0 12¾
Peanuts, Jumbos, roasted	....	0 14
Peanuts, choice, roasted	....	0 11
Pecans	....	0 22
Walnuts, Grenoble	....	0 16
Walnuts, Marbot	....	0 13½
Shelled—		
Almonds	....	0 41
Walnuts	....	0 33
Chestnuts, per lb.	0 20	0 25

WINNIPEG.

FISH.—There is a good demand for all the lines of fish on the market here. Western poultry is fairly plentiful. Prices steady.

Fish—		
Codfish	....	0 10
Halibut	....	0 12
Pickerel	....	0 08
Salmon	....	0 14
Trout	....	0 12½
Whitefish	....	0 08½
Oysters—		
Imperial gallon	....	2 25
Large tins, 4 1-6 gals.	....	10 50
Cured—		
Kippered herrings, box	....	1 75
Holland herrings, keg	0 65	0 71
Salt mackerel, kits	....	2 75
Poultry (live)—		
Chickens, per lb.	....	0 12
Turkeys	....	0 14
Geese	....	0 10
Ducks	....	0 10
Poultry (dressed)—		
Fowl, per lb.	....	0 13
Chickens, per lb.	....	0 16
Turkeys, per lb.	0 20	0 22
Ducks, per lb.	....	0 13
Geese, per lb.	....	0 14

PRODUCE AND PROVISIONS.—Prices on hams and bacon are down. Lard is also quoted at a reduction, and mess pork at $1.00 per barrel cheaper. Prices on butter are steady, and eggs are firm, but unchanged. It is not likely that reductions in the provision market will hold for long.

Cured Meats—		
Hams, per lb.	0 15½	0 20
Sboulders, per lb.	....	0 14
Bacon, per lb.	0 19	0 21½
Long clear, D.S., per lb.	....	0 13
Mess pork, bbl.	....	27 00
Lard—		
Tierces, per lb.	....	0 13
50 lb. tubs	....	6 57
20 lb. psils	....	2 78
3 lh. tins, cases	....	8 40
5 lb. tins, cases	....	8 32
Butter—		
Creamery, per lh.	0 30	0 33
Dairy, per lb.	0 24	0 26
Cheese—		
Ontario, lsrge, per lb.	....	0 15½
Ontario, twins, per lb.	....	0 15¾
Eggs—		
Good eggs	....	0 30
Fresh gathered	0 35	0 40

SASKATCHEWAN MARKETS.

By Wire.

Regina, Dec. 11.—Mild weather continues throughout the West. Business is good, and Christmas trade opening brisk. The poultry market easier, with geese at 19c, chickens 23c, and fowl 17c per lb.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 21	0 22
Butter, creamery, per lb.	0 30	0 33
Cheese, per lb.	0 16	0 16¼
Eggs, per doz.	....	0 34
Lard, 3's, per case	....	8 55
Lard, 5's, per case	....	8 45
Lard, 10's, per case	....	8 35
Lard, 20's, each	....	2 70
Flour and Cereals—		
Cornmeal, 24s, 67¾c; 29s, $1.20-$1.25; 10-10s, $2.55-$2.75; 49s, $1.35; 98s	....	2 44
Flour, 24s, $2.85-$3; 49s, $2.80-$2.95; 98s	2 75	2 90
Rolled oats, 10-8s, $2.35-$2.36; 20s, 55-56c; 40s, 99c-$1.00; 80s	2 05	2 10
Dried Fruits—		
Apricots, choice	....	0 19
Coffee, whole, roasted, Rio	....	0 19
Currants, gulf cleaned	....	0 08¼
Figs, natural 6's	0 05	0 08
Evaporated apples, per lb.	....	0 09½
Dried peaches, 25s	....	0 09
Dried peaches, choice, 25s	....	0 09½
Prunes, 70-80, 25s	....	0 08¾
Raisins, muscatels, 50s	....	0 08¼
Raisins, muscatels, 25s	....	0 08½
Raisins, Valencias, select, 28s	2 35	2 65
Raisins, seeded, choice	0 07½	0 09¼
Green Fruits and Vegetables—		
Apples, Wash., box	2 00	2 50
Apples, B.C., box	2 25	2 50
Cranberries, bbl.	....	11 00
Grape fruit, Florida	6 50	7 50
Lemons, Messina	....	9 00
Lemons, California	....	11 00
Oranges, navel	4 50	5 50
Onions, Val.	3 85	4 00
Nuts—		
Almonds, whole	0 17¼	0 18¼
Brazil	0 18	0 21
Filberts	....	0 14½
Walnuts	....	0 15½
General—		
Potatoes, per bushel	....	0 [illegible]
Beans, Ontario, per bushel	2 00	2 50
Beans, Hungarian, per bushel	2 45	2 65
Rice, per cwt.	4 35	4 40
Sugar, standard, gran., per cwt.	....	5 27
Sugar, yellow, per cwt.	....	4 87
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.	....	3 82
Corn, standard, per 2 dozen	....	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	....	2 91
Strawberries and raspberries	....	4 20
Tomatoes, standard, per dozen	....	2 65
Salmon, Sockeye, 4 doz. case, 1s.	7 35	7 60
Sockeye, ½s	....	9 80
Red springs, 1s.	....	6 70
Cohoes, 1's, $5.50; hump back 1's	....	3 60

NEW BRUNSWICK MARKETS.

By Wire.

St. John, Dec. 11.—Business is still bright, with sales encouraging. Collections are fair, up to average of the past three years. November was a particularly heavy selling month. Feature of markets this week was drop of 10 cents in sugar of all grades, following weakness in raw sugar market. Dealers expect no change in flour till after New Year, then higher. Corn and oats are firmer. Some expect a possible advance in cornmeal and rolled oats. Provision market is strong. Supplies of pork are fairly scarce. Lard is a little easier. Eggs are very scarce. Butter is slightly higher.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	0 17	0 19
Beef, barrel	23 75	25 00
Pork, American clear, per bbl.	27 00	28 00
Pork, American, mess, per bbl.	....	29 00
Butter, dairy, per lb.	0 26	0 28
Butter, creamery, per lb.	0 29	0 31
Cheese, new, per lb.	0 15¼	0 15½
Eggs, in case, 35c; hennery	0 45	0 55
Lard, compound, per lb.	0 11¼	0 11½
Lard, pure, per lb.	0 15¼	0 15½
Flour and Cereals—		
Buckwheat, W., grey, per bag	3 25	3 50
Cornmeal, gran.	....	5 50
Cornmeal, ordinary, bags	....	1 75
Flour, Manitoba, per bbl.	....	6 25
Flour, Ontario, per bbl.	....	5 25
Rolled oats, per bbl.	....	5 40
Oatmeal, standard, per bbl.	....	5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Potatoes, barrel	1 40	1 60
Sugar—		
Standard granulated	....	4 50
United Empire	....	4 40
Bright yellow	....	4 20
No. 1 yellow	....	4 00
Paris lumps	....	5 65
Molasses, Barbados, fancy	....	0 38
Currants, 1s, per lb.	0 08	0 08½
Raisins, California, seeded	0 09¾	0 10¼
Rice, per cwt.	3 60	3 70
Beans—	Per bushel.	
Canadian white	2 30	2 35
Yellow eye	3 50	3 55
Canned Salmon—	Per 4 doz. case	
Pinks	4 00	4 25
Cohoes	6 00	6 25
Red spring	7 35	9 00

◆

ANALYSIS OF MILK POWDER.

In a recent Inland Revenue Bulletin, Chief Analyst A. McGill deals with analysis of a number of milk powder samples. In 1910 he defined milk powder as the soluble powder product made from milk, and contains, unless otherwise specified, not less than 95 per cent. solids and not less than 26 per cent. of milk fat.

All samples obtained by our inspectors appear to be the products of one manufacturer, and to be sold under two brand names, the first being a whole milk product, the second a skimmed milk. A single sample sold as modified milk powder presents as intermediate product the result of drying a partly skimmed milk.

Ten samples sold and guaranteed as whole milk powders average 26.76 per cent. of fat, and vary among themselves as follows:—28.10, 27.61, 27.63, 27.48, 27.36, 27.23, 26.84, 26.61, 25.66, 23.22. With the exception of the last two samples they meet the requirements of the standard and the deficiency in the ninth samples is less than one-half of 1 per cent.

One sample only falls more than 1 per cent. below the standard (deficiency, 2.78 per cent.) and was evidently manufactured from a milk of inferior quality.

The skimmed milk powder appears to be a very uniform quality, and is true to the claims made for it.

◆

WILL GROCER GET BLAMED FOR THIS?

According to reports from Waukegan, Ill., seven preachers have resigned their pastorates there since May 1, giving as their reason the high cost of living.

One has become a travelling salesman, another has gone to an Eastern church where the salary is larger, a third has taken an executive position in the business society of his church, a fourth is an instructor in a Western college, a fifth is manager of a charitable institution, another has gone into the newspaper business, and the seventh has become a real estate agent.

The pastor of another church who resigned recently, asserting he could not live upon his stipend, announced he was going to run a country newspaper. Will the grocer be blamed for putting these men out of business?

◆

CUSTOMERS CHOOSE FROM LIVE BIRDS.

Frank H. Taylor, a Niagara Falls, Ont. grocer, always sells large numbers of turkeys, geese, ducks, etc., every December. His method is to show in one of his large windows the live fowl. The customer then has the privilege of selecting the bird she desires when it is killed, plucked and dressed before being delivered. This window full of live fowl keeps up a continual interest in the Taylor store and it is seldom that there is not a crowd around.

The window is enclosed at the rear, has a zinc floor which is easily washed and which is covered with sawdust while the birds are in it.

Mr. Taylor does a large trade in game as well as in domestic fowl. Whenever opportunity affords itself he shows live rabbits, raccoons, foxes, etc., and one time when a circus visited the Falls he secured the loan of one of the bears for the window.

◆

PLAIN HIGH COST OF LIVING REASONS.

When the editor of a Missouri newspaper was asked for the reasons for the high cost of living, he wrote the following:—

"A gentleman requested that we publish the cause of the high cost of living. Our views in a condensed form are that we've let a lot of timber go to waste and are now buying wire fences and lumber from foreign countries; we throw away our grease and ashes and buy our soap; we raise too many dogs and buy too many hogs; we raise too many weeds and buy too many vegetables; we catch a 5-cent fish with a $4 rod; we build a schoolhouse and send our children off to be educated; we send our boys out with a $40 gun and a $10 dog to hunt 5-cent rabbits and 10-cent birds, and lastly we mortgage our homes to buy four-priced automobiles that we don't know how to operate or keep up. It is the cost of 'high living,' and not the high cost of living, that ails this country."

SITUATION WANTED

A YOUNG MAN, WITH THOROUGH GROCERY experience in the East and West, seeks position as manager or head clerk in a "Good Store." Or would consider a good line on the road. Can furnish best of references. Apply Box 2A, c|o Canadian Grocer.

FLOUR and CEREALS

Flour Markets Dull, Both Local and Export

Millers Continue to Blame High Freight Rates for Small Exports —Little Ontario Wheat Being Milled—Mill Feeds Firmer.

MONTREAL.

FLOUR.—There is little or no change in local market conditions, as it appears that the same business is in evidence this week as was mentioned in our last report. The volume of "small" business is good; in fact, one dealer said that it passes all records for twenty years and more. Orders being received are simply to fill actual wants, but they seem to be all the millers have to depend on now, as most large buyers appear to have stocked up and are not making any enquiries.

Manitoba Wheat Flour—		Small lots, in bags. per bbl.
First patents	....	5 40
Second patents	....	4 90
Strong bakers'	....	4 70
Flour in cotton sacks, 10 cents per barrel more.		
Winter Wheat Flour—		
Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	4 60	5 00
90 per cent.	4 30	4 50
Straight roller	4 10	4 30
Blended flour	4 60	4 80

CEREALS.—This market is much the same as last week, with a good demand ruling for rolled oats, especially in the package goods, as the buyers seem to be stocked up pretty well with bulk goods. Prices remain the same with a seasonable demand.

Cornmeal—		Per 98-lb. sack
Kiln dried	....	2 40
Softer grades	....	2 05
Rolled Oats—		90s, in jute.
Small lots	....	2 22½
25 bags or more	....	2 12½
Rolled oats in cotton sacks, 5 cents more.		
Oatmeal—Fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.		
Rolled wheat—		100-lb. bbls.
Small lots	....	2 85
Hominy, per 98-lb. sack	2 40	2 75

MILL FEEDS.—Colder weather has brightened up the market to some extent, although it is not yet what it was at this time last year. Enquiries have been received from local and out-of-town buyers, as well as from across the frontier, and sales of some round lots have been reported.

Mill Feeds—		Car lots, per ton
Bran	....	21 00
Shorts	....	23 00
Middlings	....	26 00
Wheat moulce	....	27 00
Feed flour	....	34 00

TORONTO.

FLOUR.—No improvement can be recorded in flour market. Bakers and grocers continue to order for temporary needs only still holding to idea of a reduction in spite of steady firming of wheat market. Although decline looked certain four or five weeks ago when wheat was sagging chances are rather of movement in opposite direction now, with wheat fully recovered from its tendency to drop. Export offers usually are below Canadian market and millers, large and small, continue to blame steamship rates as favoring wheat export and milling abroad rather than in Canada. Amount of Ontario wheat being ground is still very small as farmers are holding for an advance, but there is more than enough for sluggish demand. In world's markets wheat fluctuates slightly on changing Argentina and other reports but shows no decided tendency either way. Quoted prices remain unchanged.

Manitoba Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
First patent	5 30	5 00
Second patent	4 70	4 50
Strong bakers'	4 50	4 30
Flour in cotton sacks, 10c per bbl. more.		
Winter Wheat Flour—	Small lots, per bbl.	Car lots, per bbl.
Fancy patents	4 70—4 90	4 40
90 per cent.	4 50	4 00
Straight roller	4 40	3 90
Blended flour	4 80	4 35

CEREALS.—Cornmeal prices have not been advanced in spite of rise by New York millers. Business is fair, but still good in rolled oats. Buckwheat and graham flour continue very firm, but no change in prices has been made this week.

Barley, pearl, 98 lbs.	....	4 50
Barley, Dutch pearl, 98 lbs.	....	4 50
Barley, pot, 98 lbs.	....	3 00
Buckwheat flour, 98 lbs.	....	4 25
Buckwheat grits, 98 lbs.	....	4 50
Corn flour, 98 lbs.	....	3 00
Cornmeal, yellow, 98 lbs.	....	2 35
Graham flour, 98 lbs.	....	2 60
Hominy, granulated, 98 lbs.	....	2 90
Hominy, pearl, 98 lbs.	....	2 90
Oatmeal, standard, 98 lbs.	....	2 47
Oatmeal, granulated, 98 lbs.	....	2 47
Peas, Canadian, boiling, bush	....	2 25
Peas, Chili, boiling, per lb.	....	0 06
Peas, split, 98 lbs.	....	3 65
Rolled oats, 90 lb. bags	....	2 25
Rolled wheat, 100 lb. bags	....	2 85
Rye flour, 98 lbs.	....	3 00
Wheatlets, 98 lbs.	....	2 95
Whole wheat flour, 98 lbs.	....	2 55

MILL FEEDS.— Demand improves slowly with weather driving cattle from fields, but price-cutting keeps up to certain extent. If anything, shorts are easier this week and some are quoting below $23.

Mill Feeds—	Car lots, per ton.	
Bran	21 00	21 50
Shorts	23 00	23 50
Middlings	25 00	26 00
Wheat moulee	....	27 00
Feed flour, per bag	....	1 60

WINNIPEG.

FLOUR AND CEREALS.—Millers here report an excellent domestic demand for flour and mill feeds. There is some improvement in export enquiry.

Flour, Manitoba Wheat—		Per bbl.
Best patents	....	5 30
Second patents	....	4 60
First clears	....	4 20
Low grade	2 90	3 10
Jute bags, 10 cents less.		
Cornmeal, 98s	....	1 95
Rolled oats, 80s	....	1 80
Oatmeal, granulated, 98s	....	2 30
Wheat granules, bale, 16-60	....	3 25

CALIFORNIA TUNA.

Fish Caught in Launches When Preying Upon the Little Sardines.

The entry of the California tuna fish into the Canadian market in the form of tins like salmon, suggests an interesting story of the capture and preparation of this fish. It is not the well-known "leaping tuna" but a more demure relative. The former, when impaled on a hook, will fight the sportsman for hours, the latter, the Albacore, as it is called, is a much tamer little fellow to handle. San Pedro, or Los Angeles harbor, has a fleet of gasoline launches, whose only business is to catch this fish. Long before daylight they are chugging down past the two-mile breakwater, to scatter east and west in search of a "school" of tuna. This is indicated by a great churning of the water, where the tuna are busy preying on the tiny sardines. The fishermen at once ride in among them and begin to throw overboard—handfuls of sardines from barrels. In a few minutes the tuna become so excited that they leap from the water within a few feet of the boat. Then heavy lines are baited with sardines, and as they hit the water the fish rise to them and are hauled in without trouble.

Often the boats are loaded to the gunwale in a few hours. Sometimes a "bone jig" hook is fastened to a line and the fisherman spends a day trolling, the lines running from outriggers at each side of the boat, a favorite occupation of the Japanese. Some days the launches are compelled to go as far as 75 miles to discover a school.

As the fish are caught they are hung up by the tails for hours so that every drop of blood may drain out. Then they are placed on wire trays and stacked into the rolling racks ready for the cookers, steam tight chests holding a ton of fish. After being taken out and cooled women remove the skin and bones, leaving the fish in large chunks of white meat which is cut up and canned in salad oil. Once more they are steamed, to cook fish and oil together, and a vent is made to allow the extra steam to escape. Finally they are soldered up, cleaned and labeled.

FRUIT & VEGETABLES

Navels 50 Cents Lower Than Last Christmas

Quality Said to be Better Than Ever Before at Early Period — Lemons Easier in Toronto—Valencia Oranges Arrive in Montreal —Potatoes Decline 5 to 10 Cents.

MONTREAL.

GREEN FRUITS.—Market this week has been normal for this time of year with only a quiet business doing. Demand for Christmas supplies has not yet made much difference but most firms are preparing their Christmas price lists for distribution this week. Very few changes have taken place since last week although following list will show one or two additional items. Valencia oranges have been received and are quoted at $4.25 for 420 size while 714 size are quoted at $5.50. Quite a demand has been created for cranberries in boxes with the result that they are now being quoted at $3.00. California pineapples are quoted at $4.50 for crate of 24 to 30. Nova Scotia apples are still rather scarce in this market.

Apples—		
Baldwins, Greenings and Russets, No. 1's	....	5 50
Baldwins, Greenings and Russets, No. 2's	....	4 25
Mackintosh Reds	7 00	8 00
In boxes	....	3 00
Mackintosh, No. 2	....	6 00
King	....	5 00
No, 2s, all grades, 75-$1 less than No. 1s.		
Fameuse, bbl.	7 00	8 00
Spies, No. 1	....	6 50
Spies, No. 2	....	4 50
Bananas, crate	2 00	2 50
Cranberries, bbl.	8 50	9 00
Cranberries, box	....	3 00
Almeria grapes—		
Extra fancy heavyweights	....	7 00
Fancy, heavyweights	....	6 00
Medium quality, for immediate use...	....	5 50
Grapes, Emperor, 4 bkt. crate	....	3 00
Grapefruit, Jamaica, case	....	4 50
Lemons—		
Extra fancy, 300 size	....	4 75
Fancy, 300 size	....	4 25
Oranges—		
Valencias—		
420 size	....	4 25
714 size	....	5 50
Floridas, 150-176-200	....	3 50
Mexicans, 126-150-176-200-216-250	....	2 50
California navels, 126-150-176-200-216-250..	....	3 50

VEGETABLES. — Business in evidence on local market is simply sufficient to fill actual wants. It is featureless other than a few changes in prices. California wax beans have been received and are quoted at $6.50 per crate while string beans are quoted at $7.00. Brussells sprouts sell at 25 to 30 per quart. Potatoes have dropped to 90 cents per bag, while turnips have also taken a drop of 25 cents and are now quoted at $1.00. Red danver onions have been reduced $1.00 per bag of 75 pounds. Cucumbers are now quoted from $1.75 to $2.25 per dozen, while hot house tomatoes have been reduced to twenty cents per pound.

Cabbage, per doz.	0 35	0 50
California celery, crate	....	6 50
Cucumbers, Boston, doz.	1 75	2 25
Egg plant, crate, 2 doz	....	5 00
Garlic, per lb.	....	0 10
Onions—		
Spanish, per case	....	3 00
Spanish, half case	....	1 75
Red Danvers, 75-lb. bag	....	2 50
Peppers, green, 11-qt. bkt.	....	1 00
Peppers, red, 11-qt. bkt.	....	1 50
Potatoes—		
Green Mountains and Quebecs, bag..	....	0 90
Potatoes, sweet, per bbl.	....	4 25
Potatoes, sweet, Jersey, hpr.	1 25	1 50
Turnips, Quebec, bag	....	1 00
Tomatoes, hothouse, per lb.	....	0 20
California wax beans, crate	....	6 50
California string beans, crate	....	7 00
Brussels sprouts, quart	0 25	0 30

TORONTO.

GREEN FRUITS.— California navels are arriving in larger quantities and most shipments in better shape than has ever been known and business is brisk, many carloads arriving in city daily. A few lots of navels were reported damaged by warm weather but in color and flavor they are beyond average by far. Greater stringency in demanding color on part of state authorities has resulted in fruit leaving in better shape. But with improved quality has come at same time lower price, owing to larger shipments compared with one year ago. Quotations are $3.00 to $3.25 compared with $3.50 to $3.75 one year ago, a difference which is expected to help Christmas trade materially. Low price of navels has forced Floridas down below $3.00, and Mexicans are selling at $2.25 and $2.35 per case.

Lemons with good supplies are down 25 to 50 cents, and pineapples are also lower. Both naturally suffer, with bananas, at this season, when in competition with oranges.

Spies, hand picked, barrel	4 00	5 00
Other varieties, winter apples, No. 1s....	3 00	4 00
Other varieties, winter apples, No. 2's..	2 50	3 00
IMPORTED.		
Apples, Jonathans, case, fancy, $2.50; extra	....	2 75
Bananas, per bunch	1 65	1 90
Cranberries, early blacks, box, $3.25; bbl	....	9 00
Cranberries, long keepers, box $3.75, bbl.	9 75	10 50
Grapefruit, Jamaica, case	4 00	4 25
Grapefruit, Florida, case	4 50	5 25
Grapes, Almerias	6 00	7 00
Grapes, Emperors, choice, case	....	2 75
Grapes, hot house, lb.	....	75
Oranges—		
California navels, 126's-216's	....	3 25
California navels, 216's-250's	....	3 00
Floridas, 126's-200's	....	3 00
Floridas, 200's-216's-250's	....	2 75
Jamaicas, 200's-216's	2 65	2 75
Mexicans	2 25	2 35
Limes, box of 100	0 75	1 00
Lemons, Messina, 300's, new	3 50	4 00
Pineapples, Floridas	3 50	4 00
Pomegranates, doz.	0 75	0 80

VEGETABLES.—Potatoes, not being among those articles that are specially sought after at this festive period, and as retailers are pushing fruit, nuts, etc., in preference, have dropped about 5 cents a bag this week, Delawares being as low as 85 to 90 cents per bag by car load, and $1.00 to $1.05 by small lots, although some wholesalers are getting $1.10 for finest quality. Prices are likely to continue where they are until early in New Year. Where they will go then no one ventures to prophesy. Sweet potatoes took a tumble from $1.25 to 90-$1.00. Kiln dried will arrive in a few days and will be quoted about $1.25. Beets are rather higher, selling up to $1.00, but carrots are easier.

Beets, Canadian, per bag	0 85	1 00
Brussels sprouts, quart	....	0 20
Cabbage, case	1 25	1 50
Carrots, Canadian, bag	0 75	0 85
Cauliflower, dozen, large	1 50	1 75
Celery, domestic, doz.	0 30	0 50
Squash, bbl.	....	1 50
Parsnips	....	1 00
Potatoes, New Brunswick, bag	1 00	1 05
Sweet potatoes, hamper	0 90	1 00
Mushrooms, per lb.	....	0 75
Onions—		
Spanish, crate	3 00	3 25
Large cooking, bag	....	2 00
Tomatoes, hothouse, lb.	....	0 25
Turnips, bag	0 50	0 60

WINNIPEG.

GREEN FRUITS AND VEGETABLES.—Potatoes are up in price 5 cents per bushel. Navel oranges are lower, 50c to 75c per case. Ontario apples and grape fruit are firm, and slated to go higher. There is a better demand and more active trade since last report.

Florida grape fruit, case	5 00	6 00
Apples, box	2 50	3 25
Apples, Ontario, bbl.	5 00	6 50
Cranberries, Cape Cod, bbl.	....	11 00
Potatoes—		
Farmers' loads, per bushel	....	0 65
Car lots	....	0 60
Emperor grapes	....	3 25
Malaga grapes, kegs	6 50	8 50
Cocoanuts, dozen	....	1 25
Washington pears, crate	....	3 25
Bananas, per bunch	2 50	3 50
Californian lemons, crate	....	11 00
Messina lemons	....	7 00
Evaporated cranberries	....	3 50
Imported honey, box	....	5 50
Valencia onions, 140-lb. crate	....	3 75
Navel oranges, case	4 25	4 50
Japanese oranges, case	....	0 85

How He Lost $1,500

A country shipper in an Ontario town had a doleful look as he passed by a carload of eggs at his home station.

"What's the matter?" asked a city friend who was with him.

"Do you see that car? Well that represents the last of my storage stock, and the worst of it is, the order was given weeks ago. Do you know what that means to me—compared with what I would get now?—Just $1,500 net loss. Why didn't I have sense enough to hold them?"

PRODUCE·&·PROVISIONS

Importation of Chicago Eggs Checks Advance

Carloads Being Brought in to Supplement Vanishing Supplies—Fresh Creamery Butter Advances One Cent in Toronto—Poultry Believed to Have Reached Lowest Point.

After advancing regularly for five or six weeks, eggs were stationary this week, for a new condition had entered into the situation. Forced, it is said, by some by a boycott, storage eggs in Chicago dropped a few days ago to 27-27½ cents, and at once Canadian storage men, where stocks were depleted entirely or were almost cleaned out, took advantage by ordering extensively carload after carload. Allowing 3 cents for duty and half a cent for freight, the eggs could be brought to Toronto for about 31 cents. As storage "straights" were selling at 34 cents, this left a margin of 3 cents for shrinkage and profit, and under the circumstances the hard-pressed provision men were content. Entry of large supplies in this manner checked any further increase in storage prices. This will be the result, it is expected, so long as eggs remain down at 27 cents in Chicago. Any increase will mean a rise in Canadian storage; and a drop there means a corresponding decline over here.

Fresh laid may be said to be stationary also this week, partly owing to fact that public are declining to go any higher, and partly because pullets eggs are coming in a little more freely; not sufficient to sover even small percentage of demand, but enough to ease situation somewhat. Mild weather will mean an increase in this supply.

MONTREAL.

PROVISIONS.—The market is quiet here, with only an everyday demand passing, but this is quite seasonable. A fair demand is in evidence for medium weight hams and breakfast bacon. Lard is in good demand, especially small packages. Live hogs are quoted same as last week, while abattoir fresh killed have dropped 50 cents, and are quoted to-day at $13.50 per cwt. Country dressed hogs sell $1.00 cheaper, or $12.50 per cwt.

Hams—		Per lb.
Light, per lb.	....	0 19
Medium, per lb.	....	0 18½
Large, per lb.	0 18	0 18
Backs—		
Plain, bone in	....	0 23½
Boneless	....	0 26
Peameal	....	0 26
Bacon—		
Breakfast	0 20	0 21
Roll	....	0 17
Shoulders, bone in	....	0 16
Shoulders, boneless	....	0 16½

Cooked Meats—		
Hams, boiled, per lb.	0 28	0 28½
Hams, roast, per lb.	29	0 30
Shoulders, boiled	....	0 26
Shoulders, roasted	....	0 27
Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 90-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—		Per bbl.
Heavy short cut mess	....	30 00
Heavy short cut clear	....	30 00
Clear fat pork	....	28 00
Clear pork	....	26 50
Lard, Pure—		Per lb.
Tierces, 375 lbs. net	....	0 14½
Tubs, 50 lbs. net	....	0 14¾
Boxes, 50 lbs. net	....	0 14¾
Pails, wood, 20 lbs. net	....	0 15
Pails, tin, 20 lbs. gross	....	0 15
Cases, 10-lb. tins, 60 in case	....	0 15½
Cases, 3 and 5-lb. tins, 60 in case	....	0 15½
Bricks, 1 lb., each	....	0 16
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10¾
Tubs, 50 lbs. net	....	0 11
Boxes, 50 lbs. net	....	0 11
Pails, wood, 20 lbs. net	....	0 11¼
Pails, tin, 20 lbs. gross	....	0 11¼
Cases, 10-lb. tins, 60 in case	....	0 12
Cases, 3 and 5-lb. tins, 60 in case	....	0 12
Bricks, 1 lb. each	....	0 12½
Hogs—		Per cwt.
Live, f.o.b.	....	8 90
Live, fed and watered	....	9 20
Dressed, abattoir killed	....	13 50
Dressed, country	....	12 50

BUTTER.—Orders from Middle West are reported to be scarce. Cargo of New Zealand butter on the way to Vancouver is expected to take care of the Western wants for some time, as it consists of some 17,000 boxes. It is said that New Zealand butter laid down in Vancouver would cost about 32 cents.

Exports for past season were 1,728 packages, as against 410,000 in the year 1901, or a decrease of 408,000 packages in 12 years.

Locally trade is about the same, with same prices ruling. Demand is only to fill actual wants.

A report is in circulation in this city to the effect that a couple of large butter factories in eastern townships have been purchased by Americans, supposedly to make butter for American markets.

Butter—		Per lb.
Creamery prints, fresh	....	0 31½
Creamery solids	....	0 30
Dairy, prints or solids	....	0 25
Separator, prints or solids	0 24½	0 25½

EGGS.—Locally tone of market remains firm, with supply sufficient to fill active wants. Prices remain same as last week, and it is thought that very little change will take place until new production starts in, as stocks are very low, and it is not likely that prices will drop any until a more plentiful supply is on hand. At present time it is claimed, stocks on hand are smallest on record for some time, and although price asked by retailers has had quite an effect on demand, it is not worrying produce merchants much in view of small stocks.

A report from New York has been received here to effect that a consignment of 7,500 cases of foreign eggs received there last week has had a very unsettling effect on that market.

Eggs, case lots—	Per dozen.	
New laids	0 55	0 60
Selects	....	0 38
No. 1's	....	0 34
No. 2's	....	0 28
Splits	....	0 25

CHEESE.—Stocks on hand are low, and market, although rather quiet, is firm, with same prices ruling. It was whispered by one large firm that holders of cheese seem to be quite content with demand in view of small stocks, and it was quite evident by their tone that they looked for an advance in price before long. It is also said that enquiries are still being received from across the water for Canadian cheese.

Cheese, White or Colored—	New.	Old.
Large	0 14	0 15
Strong	....	0 16—0 17
Twins	0 14½	0 15
20 lb. new	0 15—0 15½	....
Stilton	..	0 17

HONEY.—Demand is much the same as in previous weeks, quite seasonable. At this time of the year this market is always quiet, and not much change is looked for by local dealers. Prices remain unchanged.

Honey—	White Clover per lb.	Buckwheat per lb.
Barrels	0 12	0 09
Tins, 60 lbs.	0 12¼	0 09½
Tins, 30 lbs.	0 12½	0 09¾
Comb, 13-14 oz. section	0 20	0 15—0 16
Tins, 5 and 10 lbs.	0 13	0 10

POULTRY.—According to local dealers, price of turkeys will not likely come down any more before end of the year; or, in other words, not until after Christmas demand is over. Market is rather quiet here, with only a quiet demand in evidence. This, however, is expected to pick up as soon as enquiries begin to come in for Christmas supplies. All prices remain unchanged.

Fresh stock—	Live.	Dressed.
Broilers, per lb.	0 22—0 24	....
Broilers, per pair	......	1 25
Ducks, milk fed	0 16—0 18	0 22—0 24
Ducks	0 13—0 15	0 14—0 17
Fowl	0 11—0 12	0 17—0 18
Geese	0 12—0 13	0 14—0 16
Turkeys, spring	0 18	0 20—0 24

TORONTO.

PROVISIONS. — When hogs went down this week to $7.90 f.o.b., they had reached lowest point since last winter, but this is still slightly above figure of one year ago. Provision men express surprise that advances of beef and lamb have not kept pork firmer in sympathy.

but for months buyers have been struggling against what they considered excessive prices, and a drop of 25 cents this week was their reward. Pork products are much easier, and will be due for decline in a few days if hogs do not regain position of one week ago.

Hams—		
Light, per lb.	....	0 20
Medium, per lb.	....	0 19
Large, per lb.	0 18	0 18½
Backs—		
Plain, per lb.	....	0 23
Boneless, per lb.	....	0 25
Pea meal, per lb.	0 24	0 25
Bacon—		
Breakfast, per lb.	0 19½	0 20
Roll, per lb.	0 15½	0 16
Shoulders, per lb.	0 14½	0 15
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	0 15½	0 16
Long clear bacon, heavy	0 15	0 15¼
Cooked Meats—		
Hams, boiled, per lb.	0 28½	0 29
Hams, roast, per lb.	0 29	0 30
Shoulders, boiled, per lb.	....	0 22
Shoulders, roast, per lb.	....	0 23
Barrelled Pork—		
Heavy mess pork, per bbl.	24 00	25 00
Short cut, per bbl.	28 50	29 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 14¼
Tubs, 60 lbs., per lb.	....	0 14½
Pails, 20 lbs., per lb.	....	0 14¾
Tins, 3 and 5 lbs., per lb.	....	0 15½
Bricks, 1 lb., per lb.	....	0 15¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10½
Tubs, 60 lbs., per lb.	0 10½	0 10¾
Pails, 20 lbs., per lb.	0 10¾	0 11
Hogs—		
F.O.B., live, per cwt.	....	7 90
Live, fed and watered, per cwt.	....	8 25
Dressed, per cwt.	11 50	11 75

BUTTER.—Market for fresh stock is firmer this week, and creamery prints advanced 1 cent to 31-33c, and separator sold up as high as 29c for choice stock. Supply has fallen very low, and will continue in that way until about beginning of March with chances, buyers say, for some advance. Stocks of storage, however, are still heavy, and these are not looked on to go up to any extent.

Butter—		
Creamery prints, fresh made	0 31	0 33
Creamery prints, storage	0 28	0 29
Creamery solids, storage	0 26	0 27
Dairy prints, choice	0 23	0 25
Dairy solids	0 20	0 22
Separator prints	0 26	0 29

EGGS.—All eyes have been turned towards Chicago egg market during last few days, and it will be scanned eagerly for balance of present year, as any fluctuations there will be felt immediately on Toronto market. The Street does not know just to what extent importations are being made, as points of storage vary from West Toronto to the Don, but it is known from individual cases that amounts are very large, and will be for weeks to come. There does not seem much anxiety over Chicago men's supply.

Interesting stories are told of efforts of some outside shippers of eggs to divert a portion of the big prices to themselves. One sent in case of 30 dozen to dealer at end of week invoiced as "fresh laid" and marked 50 cents. Wholesale dealer sent them to be candled, and the 30 dozen were tabulated according to quality. The shipper happened in couple of days later and was shown list with "all that was coming to him" totalled at bottom.

With fine scorn he exclaimed: "And do yez mane there were actually two fresh laid eggs in the lot!"

That was it; two eggs out of 360 were fresh; rest were seconds, black rots, splits, etc.

But what a waste through careless, unintelligent handling.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 50	0 55
Storage, selects	0 36	0 38
Storage, No. 1 stock	0 33	0 35
No. 2's	....	0 28
Splits	0 27	0 28

CHEESE. — Demand is improving steadily, and with export continuing good, prices are very firm, though no further advance has been made since fortnight ago.

Cheese—		
Old, large	....	0 15¼
Old, twins	....	0 15½
New, large	....	0 14¾
New, twins	....	0 15

HONEY.—Present season has been unsatisfactory one both for producers and buyers. Prices fixed by Association at beginning of season were too high, considering large crop, but this was not known to either party until weeks afterwards. Trouble was that production was unequal, heavy here, light there, and until shipments were made later in season, no one seemed able to forecast exact conditions. Result was some wholesalers bought at higher prices; others waited and secured, often at 1 to 2 cents below. Former have been waiting for market to improve, but vainly, and now are forced to get rid of part of stock at lower level, in some cases, than they bought. For instance, one wholesaler paid $3.00 for comb honey, and is selling it at $2.40 and $2.42½ per dozen. Demand will naturally not improve until after first of year.

Clover, bbls., per lb.	0 09½	0 10
60, 30-lb. tins, per lb.	0 09½	0 10
10, 5-lb. tins, per lb.	0 10½	0 11
Buckwheat, bbls.	0 06½	0 07
Buckwheat, tins	0 07	0 07½
Comb	2 50	3 00

POULTRY.—Turkeys and chickens declined 1 to 1½ cents since last week, and at this point it seems safe to predict that market has reached lowest level. Demand is very limited this week, while supplies are beginning to come in plentifully. Next week, however, demand will be very heavy and able, it is thought, to take charge of most of stock arriving, so that unless supplies are far beyond what are anticipated natural result will be some stiffening of prices. Quality of birds has improved, and most of skimpy, rough stuff seems to have been disposed of. In last three weeks turkeys have declined on average at least 3 cents, and at present figure demand should be heavy, with most fresh meats advancing as they have been since new U. S. tariff went into effect.

Fresh Stock—	Live.	Dressed.
Broilers, spring	0 13	0 14—0 16
Ducks, spring	0 11—0 12	0 12—0 15
Fowl	0 10—0 11	0 12—0 13
Chickens, lb.	0 12—0 13	0 13—0 17
Geese	0 10—0 12	0 12—0 14
Turkeys, spring	0 15	0 19—0 20
Turkeys, old Tom	0 14	0 16—0 18

INTERNATIONAL CONFERENCE OPINIONS.

J. D. WISDOM, Allandale, Ont. — I am in sympathy with any conference which is in the best interests of the public, and the retail trade in general.

* * *

HARRY RANAHAN, London, Ont. (President London R.G.A.).— I do not think that we should attempt this international conference now. We should give our best energies first to building up our Ontario R.G.A., and make it of greater value to us before launching out on anything larger. I can scarcely see that the problems of the various countries are sufficiently common to make it a success.

* * *

W. J. McCULLY, Stratford, Ont.—I consider a conference of this kind will be a capital idea for the retail trade. We have only to look at our brothers the labor people, who have an organization that is second to none in the country, for demanding their wants. I would consider that a conference of the retail trade the world over would be a great act if it was only to draw our trade together and get them to know that we were all working for one object,—that is to do the best possible for ourselves and serve those whom we call our customers.

I think one of the great faults our retail trade has, especially in Canada, is that we do not get together enough to know that we are not all "cut-throats" to one another.

There are a good many laws that we can successfully demand if we were a combined body, while individually, we have practically no resources. I feel very much in sympathy with the movement and would like to hear of its success.

PICKED NOT PICKLED.

On page 8 of the Nov. 28th issue there appeared a full page advertisement of Harvest Brand products made by Fretz Limited, of Hamilton, Ont.

Owing to a typographical error the word "picked" appeared twice as "pickled." Once in the slogan "picked ripe, canned right," and once in "Made From Freshly **Picked** Fruit and Vegetables."

Fretz Limited do not put up pickles of any description, nor have they any intention of so doing.

The Canadian Grocer wishes to correct the wrong impression this error has created and takes this opportunity to make amends.

FISH AND OYSTERS

No Local Advance in Oysters Yet; Fish Higher

Some Wholesalers in Quandary as to Changing Opening Prices —Cod, Haddock, B. C. Salmon and N. S. Herring up in Montreal, While Lobsters Decline.

MONTREAL.

FISH.—Continuous mild weather has depressed frozen fish market to great extent with the trade. Situation is, every season, summarized this way: Early winter and early Lent is biggest factor for distribution of frozen fish, consequently, late winter and late Lent would work opposite way. This year evidently will be a poor one and already large holders of frozen fish are feeling a little uneasy about prospects. With very large supplies on the Pacific coast of halibut, and salmon, which have not all been contracted for early in the season, the question remains how will it affect the prices for the future? Some of the large dealers are of the opinion that at the beginning of the year, when one-half of the fish that should have gone into consumption are still on hand, there will be a tendency to ease off on the prices. When a disposition of this kind sets in it makes the market rather pessimistic all over and there is sometimes an easing off in prices. It is true that fish as a commodity should be in favor more than ever just now, on account of prices of fresh meats, eggs and so forth which ought to help situation.

Regarding actual prices feeling in general in frozen and pickled lines is rather easy. In anticipation of holiday trade, bulk and shell oysters are a little more active and prices will remain the same. A light Advent might be expected in bulk oysters.

Cod fish, in all shapes and forms, are still scarce and in good demand. A big cargo is expected to land at lower ports this week and will fill immediate wants.

Fresh Fisb—		
Bluefisb, per lb.	....	0 18
Carp, 100 lb. boxes, per lb.	0 10	0 10
Cod, market, 250 lb. cases, per lb.	....	0 06
Doree, 100 and 150 lb. cases, per lb.	0 11	0 12
Flounders, per lb.	0 06	0 07
Frogs legs, large, per lb.	....	0 50
Frogs legs, small, per lb.	....	0 25
Haddock, per lb.	0 06	0 07
Herring, per 100 fisb, large	....	3 00
Mackerel, lb.	....	0 15
Perch, dressed, per lb.	....	0 09
Pike, dressed, per lb.	0 07	0 08
Salmon, B.C., per lb.	0 18	0 20
Salmon, Gaspe, per lb.	0 18	0 20
Steak, cod, per lb.	....	0 07
Smelts, per lb.	....	0 12
Sword fish, per lb.	[illegible]	0 10
Turtles, small, per lb.	....	0 15
Whitefish, per lb.	....	0 12
Shell Fisb, Fresh—		
Clams, per barrel	....	8 00
Lobsters, live, per lb.	....	0 25
Lobsters, boiled, per lb.	....	0 28
Oysters, bulk, standards, per gal, $1.40, Selects	....	1 70
Oysters, solid meat, standards, per gal., $1.70; selects	....	1 90
Oysters, Cape Cod, shell	....	9 00
Oysters, Malpeques, shell	9 00	10 00
Periwinkles, per bushel	....	2 50
Prawns, per gal.	....	2 00
Scallops, per gal.	....	3 00
Shrimps, per gal.	....	2 00
Frozen Fisb—		
Haddock, per lb.	0 04½	0 05
Halibut, per lb.	0 09	0 10
Herring, per 100 fish	1 60	1 70
Pike, per lb.	0 07	0 08
Smelts, fancy, per lb.	0 12	0 13
Trout	0 11	0 12
Smelts, No. 1, per lb.	0 08	0 09
Salmon, fancy, Spring, per lb.	0 14	0 15
Salmon, Gaspe, per lb.	0 15	0 16
Salmon, Qualla, per lb.	0 07½	0 08
Whitefish, per lb.	0 11	0 12
Prepared Fish—		
Boneless fisb, 20 lb. boxes	0 06	0 07
Cod, boneless, 20 lb. boxes, 2 lb. blocks	0 07	0 08
Cod, pure, 3 lb. box, per lb.	....	0 15
Cod, boneless strip, 30 lb. box, lb.	....	0 10
Cod, shredded, box of 2 doz.	....	1 80
Cod, skinless, per 100 lb. box	6 50	7 00
Cod, dried, per 100 lb. bundle	....	7 00
Pollock, dried, per 100 lb. bundle	....	6 50
Salted and Pickled Stock—		
Cod, green, ordinary, per 200-lb. bbl.	....	9 00
Cod, green, white napes, per 200-lb. bbl	9 50	10 00
Haddock, No. 1 green, per 200 lbs.	....	8 50
Herring, Gaspe, No. 1, ½ bbls., $2.75; bbls.		5 00
Herring, N. S. per ½ bbl.	....	3 00
Herring, N.S., per bbl.	....	5 75
Herring, Holland, per keg, 75c; per ½ bbl., $5.50 to $6.50; per bbl.	9 00	10 00
Herring, Labrador, ½ bbl., $3.25, bbl.	....	6 75
Herring, Scotch, keg of 12 lbs. net, $1.25 to $1.35; ½ bbl.	7 50	8 00
Mackerel, No. 1, 20 lb. kits, $1.75, ½ bbl., $7.00; bbl.	....	12 00
Salmon, Labrador, ½ bbl., $8.00 to $9.00, bbl.	14 00	15 00
Trout, lake, kegs	....	7 00
Smoked Fish—		
Haddies	0 07½	0 08
Fillets of baddie	0 10	0 11

TORONTO.

OYSTERS.—Local jobbers and wholesalers are still in a quandary over advance of 10 cents per gallon on oysters by growers on Atlantic coast. Some are unwilling to go up even 5 cents as they feel there was somewhat of an understanding with some retailers that opening prices would stand for whole season. One wholesaler says he has decided to make some advance by end of year, but owing to differences of opinion will keep quotations as they were until after Christmas. Further explanations have come from Atlantic Coast as to present scarcity, one being that several firms have been shipping young oysters to Pacific coast for immediate profits, instead of letting them mature where they were. This has lessened output this year and ill-effects will continue for couple of years to come. Had it not been for long stretch of open weather which permitted dories to be used for securing a supply, scarcity would have been more pronounced. With colder weather this week business took on new life and many new orders were received from outside points, as there was an impression that favorable weather conditions at last had arrived.

FISH.—Scarcity is reported this week of cod, B.C. salmon, Labrador herring, and flounders. Cod steak advanced from 8½ to 9½c., and half barrels of Labrador herring from $3.25 to $3.50. Demand is very brisk for finnan haddies, fillets of haddie, and halibut. Clams will be brought in when steady cold weather sets in. As in oysters lower temperature has caused considerable increase in local fish business.

Frozen Fish—		
Roe shad, weight 3 lbs., each	1 00	1 25
Whitefisb, per lb.	....	0 12
Sea herring, large, each	....	0 02½
Halibut	0 09	0 10
Salmon, Qualla	0 09	0 10
Salmon, Cohoe	....	0 12
Fresb Caught—		
Blue fish, lb.	0 14	0 16
Frogs legs, lb	....	0 65
Haddock, per lb.	....	0 08
Herring, per lb.	0 07	0 08
Lobster, live, lb.	....	0 45
Lobster, boiled, lb.	....	0 45
Mackerel, weigbing 1½-3 lbs., each	0 15	0 25
Perch, lb.	0 06	0 07
Pickerel, yellow, per lb.	....	0 12
Pike, per lb.	....	0 08
Salmon, B.C., per lb.	0 15	0 20
Smelts, per lb.	....	0 12
Steak, cod, per lb.	....	0 09
Flounders	....	0 08
Smoked—		
Ciscoes, basket	....	1 25
Fillets of haddie	....	0 12
Finnan baddie, per lb.	....	0 09
Halibut, 25 lb. boxes, per lb.	....	0 20
Kippers, new, box of 40 and 50	....	1 25
Bloaters, box of 60	....	1 25
Digby herring, per bundle	....	0 75
Digby fillets, 10 lb. boxes	....	1 3
Prepared—		
Shrimps, 1 gal. cans	....	1 25
Sbrimps, 2 gal. cans	....	2 40
Shrimps, 4 gal. cans	....	4 60
Cod, quail on toast	....	0 07½
Cod, steak	....	0 09½
Cod, Imperial, 25 lb. pck.	....	0 07
Salted and Pickled—		
Herring, Holland, new—		
Milkers, 85c; mixed	....	0 80
Herring, Labrador, bbl.	6 25	6 50
Herring, Labrador, half barrel	....	3 50
Herring, sea, pails	1 25	1 50
Mackerel, pail	....	2 25
Oysters, bulk—		
New York counts, gal.	....	2 00
Extra selects, gal.	1 90	1 95
Straights, gal.	1 65	1 75
Oysters, Shell—		
Malpeques, bbl.	11 00	12 00
Torbays	11 00	12 00
Rockaways	8 50	9 00
Blue Points	8 50	9 00
Oyster Bay counts	8 00	8 50

HALIFAX, N.S.

FISH.—There was considerable falling off this past week in receipts of fresh fish. Weather conditions along coast were not favorable for operations, and only small catches were made. Halibut is scarce, and small quantity marketed found ready sale. Smelts are scarce, supply not being equal to demand. Good orders are being received for smoked fish from Upper Canadian points.

SITUATION WANTED

TEA SALESMAN REQUIRES POSITION IN brokers or wholesale firm; twenty years' experience; nine years with present employers Box 37, Canadian Grocer.

The Christmas Window Contest

¶ Around Christmas every good Canadian grocer excels all past year's efforts in window display. The Christmas window must be the best on the street and if possible in the town.

¶ Why not have the Christmas window photographed? Each year for a good many in the past Canadian Grocer has offered $20 in prizes to the best dressed windows sent it. There are always six fortunate winners. If you have never yet done so, come in this year on the contest.

¶ The contest is divided into two classes, A and B. Class A includes cities with population over 10,000, and Class B, all places under 10,000. The first three winners in each class receive prizes of $5, $3, and $2, respectively, making a total of $20.

¶ The only conditions are that the windows be dressed with Christmas goods, by dealers or clerks and that photographs be mailed before December 31. A description in brief of each window entered is required. This may be written on back of photo or on separate sheet. Mounted picture not necessary.

¶ Windows will be judged from standpoints of Selling Power, Attractiveness and Originality.

¶ Get your Christmas window photographed and enter it in the contest.

Address:

The Editor, The Canadian Grocer
143-149 University Avenue, Toronto

Jackson's Real English Camphorated Wax Polish

THE ORIGINAL and GENUINE PREPARATION for producing a beautiful and lasting lustre on STAINED, PARQUET and HARDWOOD FLOORS, FURNITURE, FIXINGS, WOODWORK of every kind and wherever refined and durable polish is desired. Used on LINOLEUM, HARNESS, CAR and CARRIAGE HOODS, BROWN BOOTS, LEGGINGS—and all kinds of LEATHER it gives a BRILLIANT and WATERPROOF POLISH and so nourishes and preserves the material that the durability is greatly increased.

Packed in Patent Double Lidded Airtight Tins,

5 SIZES.

Decorated enamel finished, Yellow, Blue and Black.

PATENT AIR TIGHT SEALING COVER.
JACKSON'S REAL ENGLISH
WAX POLISH
FOR FLOORS, HARNESS, LEATHER &c WILL CLEAN & POLISH
FOR LINOLEUM FURNITURE BROWN BOOTS &c WILL NOURISH & DISINFECT
THE ORIGINAL MANUFACTURE ESTABLISHED 1852 LONDON S.E. ENGLAND.

NO PAPER LABELS USED.

NO SOILED LABELS.

Will keep fresh and good for any length of time.

MANUFACTURED BY

T. S. JACKSON & SONS, Corner Wharf, Malt St., London, S.E.

Contractors to H.M. ADMIRALTY, WAR OFFICE, CROWN AGENTS to the COLONIES, etc. ESTABLISHED 1852.

Messrs. B. R. HARRISON & CO., 505 Welton Building, VANCOUVER; Messrs. HARRISON, WHITE & BARKER, 439 Lougheed Building, CALGARY, will furnish PRICE LISTS, SAMPLES, etc., or direct correspondence to JACKSON & SONS' WORKS will receive prompt attention.

"Harvest Brand" Jams and Catsups

are made from the choicest fruits and vegetables grown in the famous Niagara fruit belt. They are "picked ripe and canned right." Every ounce in every package is full flavored and absolutely pure.

There is no delay from tree to can, for our factory is located in the very heart of Niagara's finest orchards. Be wise and stock "Harvest Brand." It sells.

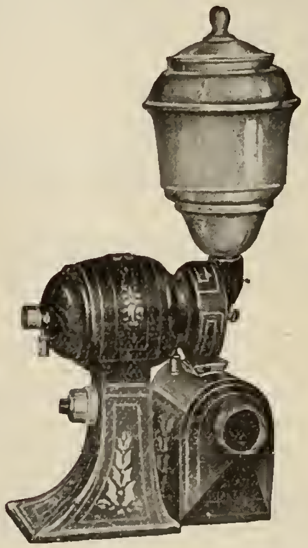
Watch for our full page announcement of two new lines next week.

FRETZ, LIMITED

HAMILTON, ONTARIO

Carried in stock by the following:
Kirkland & Rose, Vancouver, B.C.
J. E. Carswell, Edmonton.
Richards & Brown, Winnipeg.
Marks, Clavet, Dobie Co., Port Arthur.

The Latest Improved Coffee Mill for the Up-to-Date Grocer



An Electric Cutting Machine designed with Machine Steel Burrs tempered in Oil, which produces evenness in Grind, thus improving the Cup quality of the Coffee, has also a Fan connecting with the Rotating Burr, which keeps the Grind Head clean, so there is no danger in mixing Grades.

There is also a Numbered Setting Device arranged so that you can give your customer their Coffee as they like it. Sold on Monthly Payments and Positively GUARANTEED. Live agents wanted at principal points in Canada.

J. H. Galloway & Co.

11 Market Street

HAMILTON, ONT.

The Barr Account Register has proven "The Better Way" in Business.

THE BARR ACCOUNT REGISTER — the latest and best.
THE BARR ACCOUNT REGISTER—requires less space than other systems.
THE BARR ACCOUNT REGISTER—is quicker to operate and more convenient.
THE BARR ACCOUNT REGISTER—is built in two styles from 100 accounts up.

Eliminate
THE BAD ACCOUNTS
THE GUESSING
THE NIGHT WORK
THE WORRY
THE LOSSES

Increase
YOUR COLLECTIONS
YOUR SATISFIED CUSTOMERS
YOUR LEISURE TIME
YOUR STORE EFFICIENCY
YOUR NET PROFITS

The Barr Register will do this for you.

Special Notice: The Barr Register is a bona fide Canadian invention fully protected by valid patents. There is not and never has been any legal proceedings against above patents, notwithstanding all competitors' talk to the contrary.

We make this announcement as we understand that some merchants have been imposed upon and induced to buy other account registers through such talk. Signed, BARR REGISTERS, LIMITED.

Write to-day for more information, which places you under no obligations.

Barr Register, Limited
TRENTON ONTARIO

MINCE MEAT

WE are putting up a line of fine **OLD ENGLISH MINCE MEAT** in quart self-sealing glass jars that can be sold retail at 35c. each, and they contain two and a half pounds net. This is the handiest and neatest way to handle Mince Meat, and it is at the same time, the most profitable.

Our Mince Meat is made of the best new fruits and purest spices, put up under the inspection of the Dominion Government and with the greatest care and cleanliness.

Also Sold in 80-lb. Kegs.
40-lb. Kegs.
20-lb. Kegs.
5-lb. Tins.

F. W. FEARMAN CO., Limited
HAMILTON

MINCE MEAT

It is impossible to make anything better than

Wethey's "Home-Made"

It is positively the highest grade mince meat on the market and is sold at a most reasonable price.

We are pleased to quote.

J. H. WETHEY, Limited
St. Catharines, Ont.

Ninety-nine people out of a hundred in Canada use **WINDSOR** Table Salt. Isn't it better for you to make ninety-nine sales, than only one?

The Brantford

SHOWALL

Window Fixtures

beat the world for grocery selling

WRITE NOW FOR MEASUREMENT FORM & FULL PARTICULARS

Brantford Showall Window Fitting Co

BRANTFORD ONTARIO

COCOA AND CHOCOLATE.

THE COWAN COA., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate.

Supreme chocolate, ½'s 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 37
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars per box.	0 85

EPPS'S.

Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, dozen	0 90

JOHN P MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking), doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Nut milk breakfast cocoa, ¼'s and ½'s	0 36
Nut milk No. 1 chocolate	0 30
Nut milk Navy chocolate, ½'s	0 26
Nut milk Vanilla sticks, per gr.	1 00
Nut milk Diamond chocolate, ½s	0 24
Nut milk plain choice chocolate liquors	20 30
Nut milk sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c lb.; German's sweet chocolate, ⅛ and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ⅛ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box.

The above quotations are f.o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case
Eagle Brand, each 4 doz.	$ 6 00
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz.	5 25
Challenge Brand, each 4 doz.	4 75
Clover Brand, each 4 doz.	4 75
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 dozen	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each 4 doz.	4 50
St. Charles Brand, Hotel, each 2 doz.	4 25
Peerless Brand, Hotel, each 2 doz.	4 25
Jersey Brand, Hotel, each 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee & Milk, each 2 doz.	5 00
"Regal" Coffee and Milk, each 2 doz.	4 50
"Reindeer" Cocoa and Milk, each 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 36
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

Packed in 30's and 50-lb. case.

Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.

1 oz. (all flavors) doz.	1 05
2 oz. (all flavors) doz.	2 00
2½ oz. (all flavors) doz.	2 50
4 oz. (all flavors) doz.	3 50

Your Plans

The McCaskey Account Register
Dominion Register Co. Ltd.
The McCaskey Credit System

After the Christmas rush—your plans for the future. When planning for next year's expansion, would it not be a good idea to include a McCaskey Account Register? You know that the McCaskey curtails all the expenses of bookkeeping, that it eliminates bad debts, mistakes in accounts, and brings before your customer at every purchase the exact amount that stands to his credit.

The McCaskey One-writing Account System

Makes every salesman a bookkeeper without his knowledge — It brings the whole day's transaction before you at a glance. Its simplicity, Reliability and Economy has helped many merchants to a greater business expansion.

As a suggestion, why not a McCaskey Account Register as a Christmas present to yourself and your business and increase your profit for the year 1914?

Our booklet—"Bookkeeping without Books" will be of value to you—you can have a copy on request—write for it to-day.

Dominion Register Co., Limited

90-98 Ontario Street, Toronto, Canada
Trafford Park, Manchester, England

THE LARGEST MANUFACTURERS OF CARBON COATED SALES BOOKS IN THE WORLD

Xmas Fish Xmas

Turkey is not the only form of food at Christmas. Many a table would not be considered complete without

Fish

We can supply your fresh fish needs and would also seriously recommend you to stock up on

Ocean Brand

Haddies, Kippers, Bloaters, Fillets.

Their high grade of quality simply moves them out itself.

North Atlantic Fisheries
LIMITED
MONTREAL

5 oz. (all flavors) doz.	4 50
8 oz. (all flavors) doz.	6 50
16 oz. (all flavors) doz.	12 00
32 oz. (all flavors) doz.	22 00

Discount on application.

CRESCENT MFG. CO.

Mapleine—	Per doz.
2-oz. bottles (retail at 50c)	4 50
4-oz. bottles (retail at 90c)	6 80
8-oz. bottles (retail at $1.50)	12 50
16-oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20.)	15 00

GELATINE.

Knox Plain Gelatine (2-qt. size), per doz.	1 30
Knox Acidulated Gelatine (2-qt. size), per doz.	1 30

CLARK'S PORK AND BEANS IN TOMATO SAUCE.

	Per doz.
No. 1, 4 doz. in case	0 60
No. 2, 2 doz. in case	0 95
No. 3, flats, 2 doz. in case	1 15
No. 3, talls, 2 doz. in case	1 35
No. 5, 1 doz. in case	1 60
No. 12, ½ doz. in case	6 50

EBY-BLAIN, LIMITED, TORONTO. ANCHOR BRAND.

Ammonia Powder—	Per case.
5c cases, 6 doz.	$ 2 40
10 cases, 3 doz.	2 40
5 case lots, freight prepaid, Ontario points	2 25
Baking Powder—	**Per doz.**
4 oz. tins, cases 4 doz.	0 67½
6 oz. tins, cases 4 doz.	0 90
8 oz. tins, cases 3 doz.	1 20
12 oz. tins, cases 3 doz.	1 65
16 oz. tins, cases 2 doz.	2 00
2½ lb. tins, cases 1 doz.	4 50
5 lb. tins, cases 1 doz.	8 40
Chocolate—Unsweetened—	
10c cakes, boxes 2 doz.	0 90
	Per lb.
½ lb. cakes, boxes 6 lbs.	0 32
Cocoa—	**Per doz.**
10c tins, cases 4 doz.	0 90
	Per lb.
¼s, tins, cases 4 doz.	0 36
½s, tins, cases 2 doz.	0 35
1s, tins, cases 1 doz.	0 35
Coffee—	**Per lb.**
1 lb. tins, whole or ground, cs., 30 lb.	0 33
2 lb. tins, whole or ground, cs., 30 lb.	0 32
Cream of Tartar—	**Per doz.**
10c pkgs., boxes 4 doz.	0 95
½ lb. pkgs., boxes 4 doz.	2 10
½ lb. screw top tins, boxes 4 doz.	2 40
1 lb. screw top tins, boxes 2 doz.	4 40
Custard Powders—	
10c pkgs., cases 3 doz.	0 90
Flavoring Extracts—	
10c bottle	1 00
2½ oz. bottle	2 30
4 oz. bottle	3 50
8 oz. bottle	6 50
16 oz. bottle	12 00
32 oz. bottle	24 00
64 oz. bottle	48 00
Flour—Potato—	**Per doz.**
Cases 2 doz.	1 20
Icings, Prepared—	
10c pkgs., cases 3 doz.	0 90
Mustard, D.S.L.—	
5c tins, boxes 4 doz.	0 45
10c tins, boxes 4 doz.	0 90
	Per lb.
¼s, tins, boxes 12 lbs.	0 38
½s, tins, boxes 12 lbs.	0 37
1s, tins, boxes 12 lbs.	0 36
Rice, Special Grain—	**Per doz.**
Cases 2 and 4 dozen	0 90
Shaker Table Salt, free running,	**Per case**
cases 2 doz., case	1 60

"GOLD MEDAL" BRANDS COFFEE.

Whole or Ground—	Per lb.
½ lb. tins, cases 30 lbs.	0 34
1 lb. tins, cases 30 lbs.	0 33
2 lb. tins, cases 30 lbs.	0 32

ROLLED WHITE OATS.

	Per case.
25c pkgs., cases 12 pkgs.	2 40
5c pkgs., cases 50s	1 90

"KING" NAPTHA BORAX WASHING COMPOUND.

5c pkgs., cases 100s	3 75
10c pkgs., cases 3 doz.	2 50

"KOLONA" BRAND CEYLON TEA.

	Per lb.
25c black, green or mixed, 1 lb.	0 20
25c black, green or mixed, ½ lb.	0 21
30c black, green or mixed, ½ and 1 lb. pkgs.	0 24
40c black, green or mixed, ½ and 1 lb. pkgs.	0 30
50c black, green or mixed	0 35
60c black, green or mixed	0 42
80c black, green or mixed	0 55
	Per doz.
"Meat of Wheat" Breakfast Food, cases 2 doz.	1 45
"Wheat-Os" Breakfast Food, cases 2 doz.	1 45
	Per case.
"Piccaninny" brand pancake and	

LAPORTE, MARTIN, LIMITED.

Montreal Agencies.

BASIN DE VICHY WATERS.

L'Admirable, 50 qts., case	5 00

VICHY LEMONADES.

La Savoureuse Champenoise Cork.	
50 qts., case	8 00
50 pts., case	5 00
La Savoureuse "Claret Crown."	
100 pts., case	9 00
St. Nicholas Champenoise Corks.	
50 qts., case	7 50

CASTILE SOAP.

"Le Soleil," 72 p.c. Olive Oil.

Cs. 25 11 lb. bars, lb.	0 08½
Cs. 200 3½ lb. pieces, cs.	4 25
Cs. 12 3 lb. bars, lb.	6 60½
Cs. 50 ¾ lb. pieces, cs.	4 00
Cs. 50 1 lb. sq. pieces, cs.	4 75
Cs. 50 1 lb. long pieces, cs.	4 75
Cs. 200 200 grs. pieces, cs.	7 75
Cs. 100 300 grs. pieces, cs.	6 00
Cs. 200 300 grs. pieces, cs.	12 00

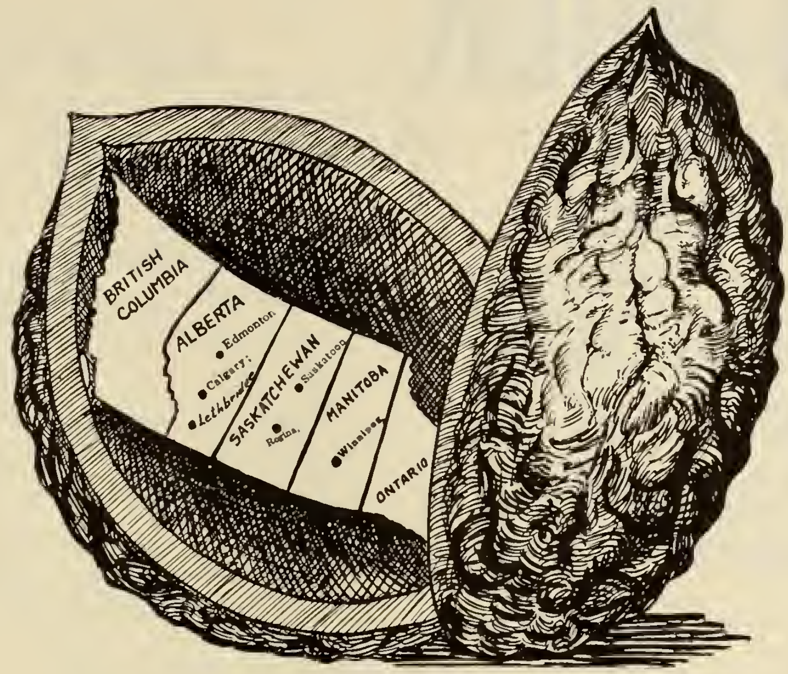
ALIMENTARY PASTES, BLANC & FILS.

Macaroni, Vermicelli, Animals, Small Pastes, etc.

Box, 25 lbs., 1 lb.	0 08
Box, 25 lbs., loose	0 07

DUFFY & CO. BRAND.

Grape Juice, 12 qts.	4 75
Grape Juice, 24 pts.	5 00
Grape Juice, 36 splits	4 75
Apple Juice, 12 qts.	3 75
Apple Juice, 24 pts.	4 50
Champagne de Pomme, 24 p.	5 90
Motts Golden Russett.	
Sparkling Cider, 12 qts.	4 50



The meat of the nut

Here it is, all ready for you to share, the meaty, profitable deliciousness of the best portion of all the Western Hemisphere—reached through the Nicholson & Bain sales forces.

We help Manufacturers and shippers to get a big share of the big business doing in this large and profitable country.

Our sales forces, well distributed warehouses and unsurpassed shipping facilities enable us to place your goods on this large market, to even better advantage than you could with your own travellers.

Our travellers call personally and cover the entire Western territory regularly, and the strategic location of our large warehouses insures prompt service to your customers.

Write us for terms and particulars and let us know your lines. We will crack the nut for you and help you get a big share during 1914.

Nicholson & Bain, Wholesale Commission Merchants and Brokers

HEAD OFFICE—WINNIPEG, MAN.

REGINA SASKATOON EDMONTON CALGARY LETHBRIDGE

IRISH MILK

From Ireland

a 10 cent line

50 thousand cases Swiss Dairy Brand (Sweetened). At $3.85 per case of four dozen one-pound tins. Delivered any point east of Port Arthur for import order of not less than 25 case lots, quality guaranteed. Send for sample.

Terms 60 days from date of shipment.

We always carry a large stock at Toronto.

Kirkwood & Sons

176 Dupont St., Toronto,
For all of Canada

LITSTER'S
QUALITY CAKE ICINGS

Very superior in flavor and quality, and an easy seller wherever introduced. You can judge the entire Litster line by the way we make our Icings. Nothing in sight to equal them for the money.

"Anything Litster's is good.

THE LITSTER PURE FOOD CO., Ltd.
TORONTO

Sparkling Cider, 24 pts	4 75
Sparkling Cider, 36 splits	4 90
Extra Fins, 100½	16 00
Apple Vinegar, 12 qts	2 40

These prices are F.O.B. Montreal.

Imported Peas "Soleil"

	Per case
Sur Extra Fins, 40 Flacons, cs	$10 00
Sur Extra Fins, 100 ½ cs.	15 50
Extra Fins, 50 1 kilo, cs	14 50
Extra Fins, 100 ½ kilo, cs	15 00
Tres Fins, 100 ½ kilo, cs	13 50
Fins, 100 ½ kilo, cs	11 50
Mi Fins, 100 ½ kilo, cs	11 00
Moyens No. 1, 100 ½ kilo, cs	10 00
Moyens o. 2, 100 ½ kilo, cs	9 50
Moyens No. 3. 100 ½ kilo, cs	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 ½ pints	4 25
Tins—	Gall.
5 gals. 2s	2 00
2 gals. 6s	2 05
1 gal. 10s	2 10
20s, ⅛ gal.	2 60

CANNED HADDIES "THISTLE"

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11⅛
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.
"SHREDDED."

1 lb. glass (2 doz. case)	$1.90	$1.80
2 lb. glass (1 doz. case)	2.80	2.70
4 lb. tin (1 doz. case)	4.80	4.65
7 lb. tin (½ doz. case)	7.75	7.50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar.
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. B. CATELLI CO., LIMITED.

	1 lb. pkgs.	Loose.
Hiroudelle Brand.		
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	7	6½
Egg noodles, case 10 lbs. loose; case 60 pkgs., ½ lb. each	7½	7
Marguerite Brand.		
Same assortment as above	6½	6
Egg noodles in 10 lb. cases, loose, in 60 pkgs., ½ lb. each	7	6½
Catelli Brand.		
Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lbs. (loose)		5½
30 lb. cases, 1 lb. pkgs		6

Terms, Net 30 days.

D. SPINELLI CO., Registered.

Globe Brand.		
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Alphabets, 30 lb. case	7	6½
Spinelli Brand.		
Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lb. cases (loose)		5½
30 lb. cases, 1 lb. pkgs		6

Terms, et 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz	1 80
Straight.	
Lemon contains 2 doz	1 80
Orange contains 2 doz	1 80
Raspberry contains 2 doz	1 80
Strawberry contains 2 doz	1 80
Chocolate contains 2 doz	1 80
Cherry contains 2 doz	1 80
Peach contains 2 doz	1 80

Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz	2 50
Straight.	
Chocolate contains 2 doz	2 50
Vanilla contains 2 doz	2 50
Strawberry contains 2 doz	2 50
Lemon contains 2 doz	2 50
Unflavored contains 2 doz	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

Richards Quick Naptha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$ 5 00
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO.,

LTD.

EDWARDSBURG BRANDS
and

BRANTFORD BRANDS.

Boxes	Cents
Laundry Starches—	
40 lbs. Canada Laundry	.06
40 lbs., Boxes Canada white gloss 1 lb. pkgs	.06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 llbs., No. 1 white or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 white	.06½
200 lbs., bbls., No. 1 white	.96½
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs	.07½
48 lbs., silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs., Benson's satin, 1-lb. cartons, chrome label	.07½
40 lbs. Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamell (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch	.06

California Navel Oranges

First car of season arrived last week. Another car due Monday. Remember, we are the leaders in high-class Navel Oranges.

For Xmas and present selling, quality and color perfect. Also Florida, Mexican and Jamaica Oranges.

Fresh car Cocoanuts.

California Emperor Grapes

White & Co., Limited

TORONTO and HAMILTON

For Your Xmas Trade

Extra Fancy California Navels

Good color, sweet, juicy fruit, all sizes.

Grape Fruit, Malaga Grapes, Nuts, Figs, Dates

Holly and Evergreen Wreathing.

THE HOUSE OF QUALITY.

HUGH WALKER & SON

Established 1861

Guelph and North Bay

HIRONDELLE

(Swallow Brand)

The brand of Canadian Macaroni, Vermicelli, Spaghetti, etc., that is unsurpassed by any imported.

All dealers should satisfy themselves on this point by asking their wholesalers.

The price for both dealer and customer is right, while the profits are excellent.

C. H. Catelli Company, Limited

MONTREAL, CANADA

Mr. C. C. Mann, 517 Board of Trade Bldg
Toronto, Can., Agent for Province of Ontario

Repeat-order Soups

Edwards' Soups are repeat-order soups. They are soups that please the grocer because they sell so quickly, soups that please the customer because they are so good. Edwards' Soups mean a brisk turnover because they are widely advertised and because your customers use them in the kitchen practically every day.

EDWARDS' DESICCATED SOUPS

The soups with the dollars in them."

Edwards' desiccated Soups are made in three varieties:—Brown, Tomato, White. The Brown variety is a thick, nourishing soup prepared from beef and fresh vegetables. The other two are purely vegetable soups.

Write for full particulars of trade terms to

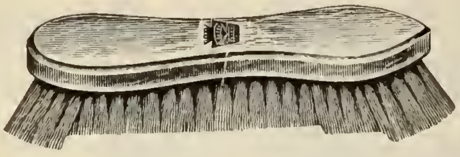
MONTREAL—Wm. H. Dunn, 396 St. Paul Street. (*For Quebec & Maritime Provinces*) **TORONTO—W. G. Patrick & Co., Limited, 77 York Street.** (*For Ontario and British Columbia*). **WINNIPEG—W. H. Escott Co., Limited, 181 Bannatyne Avenue** (*For Prairie Province*).

Get the better satisfaction from your tobacco business

There is just one way you can be sure of getting all the trade and profits that should be coming your way, and that is by stocking the three favorite tobaccos.

"Master Mason" SMOKING
"King George's Navy" CHEWING PLUG
"Rose Quesnel" SMOKING

The Rock City Tobacco Co.
Limited
QUEBEC WINNIPEG



The above cut shows an article of daily use in every household in Canada. We specialize on

Scrubbing Brushes

and have the cost of this class of goods reduced to a minimum. The Dealer gets the advantage of this when he buys our Brushes. We have a large range in every class of material which show good margins of profit in lines to retail from 10 cents to 25 cents. Remember it's the KEYSTONE BRAND.

Stevens-Hepner Company
Limited
Port Elgin, Ontario.

(20-lb. boxes ¼c higher.)

Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07
Barrels, 200 lbs	.06½
Kegs, 100 lbs.	.06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	.07½
8 in case	.07¾
5-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08
Kegs, extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starch—	
Boxes containg 45 cartons, epr case	3 00
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starch—	
1-lb. pkts., boxes of 40 lbs.	.07½

(20-lb. boxes ¼c higher than 40's.)

OCEAN MILLS, MONTREAL.

Chinese starch, 48, 1 lb., per cs., $4.80; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Chicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.

No. 1's, 95c per dozen.

Individuals, 45c per dozen.

Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz.	0 90
Clear soups, in stone jars, 5 varieties, doz.	1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.

Case of ½-lb., containing 120 packages, per box, $3.00.

Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

THE CANADA STARCH CO., LTD.

CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	2 50
5-lb. tins, 1 doz. in case	2 85
10-lb. tins, ½ doz. in case	2 75
20-lb. tins, ¼ doz. in case	2 70
Barrels, 700 lbs.	3½
Half barrels, 350 lbs.	3¾
Quarter barrels, 175 lbs.	4
Pails, 38½ lbs.	1 85
Pails, 25 lbs. each	1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	2 85
5-lb. tins, 1 doz. in case	3 20
10-lb. tins, ½ doz. in case	3 10
20-lb. tins, ¼ doz. in case	3 05

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$ 1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
British Columbia, per case	2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 60
Manitoba, per case	3 00
Saskatchewan, per case	3 20
Alberta, per case	3 30
British Columbia, per case	3 10

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz., cases, doz.	1 75

H. P.

	Per doz.
H. P. Sauce—	
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ½-pints	2 25

STOVE POLISH.

JAMES DOME BLACK LEAD.

6a size, gross	$ 2 40
2a size, gross	2 50

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch, 6s	45
Black Watch, 12s	45
Bobs, 5's and 10's	39
Bully, 6's	44
Currency, 6½s and 12s	39
Stag, 5 1-3 to lb.	59
Old Fox, 6 lb. boxes	40
Pay Roll Bars, 7½s	59
Pay Roll, 7s	59
War Horse, 6s	42
Plug Smoking, Shamrock, 6s, plug or bar	45
Rosebud Plug, 7's	50
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West	
Pouches, 8s	59
Regal Cube Cut, 9s	70

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

	Wholesale	R't'l
Brown Label, 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅛s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s	.44	.60
Red-Gold Label, ½s	.55	.80

LUDELLA.

In 30, 60 and 80 lb. cases.

Black, Green or Mixed.

Blue Label, 1s	0 20
Blue Label ½s	0 21
Orange Label, 1s	0 23
Orange Label ½s	0 24
Brown Label 1s and ½s	0 28
Brown Label ¼s	0 30
Green Label 1s and ½s	0 35
Red Label ½s	0 40

Prominence of

the red-and-green Fels-Naptha soap trade mark in your stock is one sign to women that *dependable* goods are sold at your store.

The quality of Fels-Naptha is high and its popularity results simply because the soap *does* everything claimed. And that without hot water.

For Big and Little Appetites.

Jell-O fits all kinds of appetites. Children love it, and grown-ups have adopted it as the representative American dessert.

Probably there is nothing else that is good to eat that furnishes so many good reasons for being popular.

JELL-O

is made in seven delicious flavors, it is inexpensive, and can be prepared for the table in a minute by anybody.

THE GENESEE PURE FOOD CO.,
Bridgeburg, Can.

The name JELL-O is on every package in big red letters. If it isn't there, it isn't JELL-O.

John Wanamaker says that advertising doesn't jerk—it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.

EVERY POUND OF ANCHOR BRAND FLOUR

has character in every ounce

because extreme care, watchfulness, ability, integrity, the most modern equipment and only the choicest Western Spring Wheats form the complement that obtains the highest possible quality every day in the year.

The most searching analysis and tests make uniformity certain.

As rapidly as people learn all the facts about **Anchor Brand Flour**, they are satisfied only with this Brand.

Anchor Brand Flour is better because the trouble and expense are taken to make it better.

Standard Prices—Worth More.

Free samples for Missourians will be sent to Dealers and Bakers for distribution.

Leitch Brothers' Flour Mills, Ltd.

Oak Lake,, Manitoba

BANNER L&B BRAND

Our New Container

Watch others copy it

This is the simplest yet the most efficient and serviceable container ever used in packing jams.

LINDNER'S JAMS

will be packed in these now in addition to the screw-top jars, because they lend themselves to daily use in the household. **Send for Sample Order.**

LINDNERS LIMITED

340 Dufferin St., Toronto
Phone Parkdale 2985

REPRESENTATIVES:

The Amos B. Gordon Co., Toronto; Watt, Scott & Goodacre, Montreal; H. D. Marshall, Ottawa, Ont.; Lyne Usher, Halifax, Nova Scotia, and Prince Edward Island; H. Donkin & Co., Vancouver; W. L. McKenzie & Co., Edmonton and Regina; H. M. Jackson, Calgary; Western office at Winnipeg.

Superlative Quality Consistently Maintained

Malcolm's preserved milk products are noted for their high and unvarying quality—only the richest and purest cow's milk being used.

Grocers should tone up their stocks with the Malcolm lines. Your customers will appreciate them.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c per 100 lbs.

St. George Evaporated Milk, 4 doz. in case	$3.60
Princess Condensed Milk, 4 doz. in case..	4.50
Banner Condensed Milk, 4 doz. in case...	5.25

J. Malcolm & Son, St. George, Ont.

ROYAL

Salad Dressing

is queen of the Christmas Feast

Any Christmas dinner will be the better for having the presence of a salad, permeated with the delicate, irresistible flavor of Royal Salad Dressing. This dressing will be found in the best homes and cafes at all times. Put it on display and push it during Christmas trade. It has unlimited keeping qualities.

Sold only by

The Horton-Cato Mfg., Company

WINDSOR, ONTARIO

NATION'S

SPECIALITIES

Egg Powder
Custard Powder
Jelly Powder
Health Saline

Agents required where not already represented

E. J. NATION & CO.,
LIMITED
Bristol, England

APPLES

Before purchasing write for our quotations on the famous **Georgian Bay** apples. We will be packing from five to ten thousand barrels.

LEMON BROS.
Owen Sound, Ontario

The general satisfaction given by

St. Nicholas
Home Guard
Queen City
Puck
Kicking

makes the Lemon Business the ideal feature of the Retailer's Fruit Department.

J. J. McCABE
Agent
Toronto, Ont.

Length, 425 feet. Height, 115 feet. Depth, 120 feet.
Capacity: 200,000 Barrels a year.

THE FRONTENAC BREWERIES, the finest, largest and best equipped in Canada

Convinced that the time has come for Canada to possess a large, modern Brewery, equipped for the production of beer to equal the best imported beers—a group of Canadian business men—after devoting three years of study and effort — helped by experts and with large Capital at their disposal—have erected and equipped the monumental brick, steel and cement brewery buildings, located opposite Mile End Station—which will be known as

THE FRONTENAC BREWERIES

This model Brewery, in charge of expert brewers, now produces

FRONTENAC BEER

The Peer of the best imported Beers. Domestic in price—Imported in quality.
Frontenac Beer on sale October 21st.

THE FRONTENAC BREWERIES LIMITED, MONTREAL

Orinoco TUCKETT'S SMOKING Tobacco

The Christmas Smoke

A jolly good smoke
A MILD COOL SMOKING MIXTURE
ORINOCO
TUCKETT'S ORINOCO
MANUFACTURED EXCLUSIVELY FROM THE FINEST SUN DRIED VIRGINIA LEAF

Every Christmas order sent out from your store should contain a package or two of "Orinoco" Smoking Tobacco for the man of the house, if he is a smoker and appreciates a delightful, cool, non-biting smoke. "Orinoco" drowns a peck of troubles and makes Christmas merry for the work-tired man. Your wholesaler can supply you.

Write for a trial order to-day.

Tuckett Limited

HAMILTON, ONTARIO

Proof No. 1

That "Pride of Canada" Is The Pure Maple Syrup

The Government Says So

Watch for our fortnightly reports taken from Govt. Bulletin.
Ask Inland Revenue for No. 259.

Date	Maple syrup or sugar	Name of store	Manufacturer	What label says	What Chief Analyst Says
Jan. 4th	Maple Syrup	— —, — Church St. Toronto	— — —, Montreal	– Selected maple syrup guaranteed not only pure but of high grade.	**Adulterated**

These are reports on samples picked up at random by inspectors.

Date	Maple syrup or maple sugar	Name of store	Manufacturer	What label says	What Chief Analyst Says
Dec. 28, 1912	Maple syrup	— — — Wellington St. Ottawa	Maple Tree Producers Assoc., Ltd. Montreal	Pure maple syrup made from the sap of the maple tree and is absolutely pure	**Genuine**

You Boost the Pure. The Pure Boosts You and keeps you free from fines.

Maple Tree Producers Association, Limited, Montreal

AGENTS: S. H. P. Mackenzie, 32 Church St., Toronto. W. L. Mackenzie & Co., Ltd., Winnipeg. Oppenheimer Bros., Vancouver.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

- **Cultivation and Preparation.**
- **Commercial Classification and Description.**
- **Adulteration and Detection.**
- **Art of Blending, Preparing, etc.**

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

Quality Counts

DO YOU KNOW THAT OUR

BROOMS

ARE MADE TO BRING REPEAT ORDERS, AND THEY DO.

TRY THEM!

Walter Woods & Co.
Hamilton and Winnipeg

Pacific Coast Halibut and Salmon

FRESH AND FROZEN

Order your Pacific Coast Frozen Halibut and Salmon for next Winter's requirements from

The Canadian Fishing Company, Limited
VANCOUVER, BRITISH COLUMBIA

Write for prices and information.

We produce and ship all kinds of Pacific Coast Fish—Fresh—Frozen—Salt—and Smoked.

Quality and Service Unsurpassed

ARE YOU THE MAN AT THE HELM?

Are you running your ship of business along the shortest and safest course to the harbor of success? Or are you going a roundabout way, scratching and scraping along the rocks of loss and failure.

Get in the right course, be on the lookout for new thoughts, ideas, schemes, etc., and you will have a successful run.

STORE MANAGEMENT COMPLETE

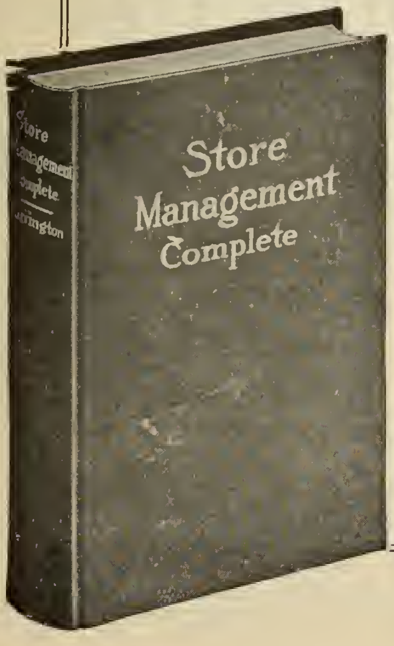
is a guide that will show you how to get the maximum trade and profit out of your business. This book is written by Frank Farrington (a companion book to "Retail Advertising Complete.") It tells all about the management of a store. The following is a synopsis of one of the chapters:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivery goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

"Store Management—Complete" is bound in cloth, contains 272 pages, 16 full page illustrations, and 13 chapters. $1.00 brings this book to you postpaid. Money refunded within 10 days if not satisfactory.

Absolutely New **Just Published**

TECHNICAL BOOK DEPARTMENT
MacLean Publishing Co.
143-149 University Avenue **TORONTO**



Buyers' Guide

O. E. Robinson & Co.

Manufacturers and Buyers of Dried, Evaporated and Canned Apples.

Ingersoll, - - - Ontario.

Established 1886.

COMTE'S

Satisfaction and profits with every sale. We want more agents. Write

Augustin Comte & Co.,
Limited, P. O. Box 2963, MONTREAL

COFFEES

AGENTS

BUTTER Here's a line that will prove profitable. It is 100% pure vegetable fat; never goes rancid. More economical than butter and lard, and IT IS LIKED.

COLONIAL COCO-BUTTER LIMITED
MONTREAL

The

CONDENSED AD.

PAGE

WILL INTEREST YOU

When writing advertisers, kindly mention having seen the ad. in this paper.

FRUIT PULPS

OF ALL KINDS
FRESH BITTER ORANGES and LEMONS
PEELS IN BRINE.

F. KESSELL & CO.
7-8 The Approach
London Bridge, London, Eng.

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

Write us for New Price List of

WINDSOR SALT

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, Manager

WRITE TO
10 Garfield Chambers, Belfast, Ireland,
for Sample Copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish trade.

ALLISON COUPON BOOKS

cost so little that we can't send a salesman to see you about them. That means, however, that you have nothing to pay but the actual cost of the books, AND THEY PAY FOR THEMSELVES MANY TIMES OVER. So Allison Coupon Books are not an expense. Rather it costs you money if you DON'T have them.

How They Work

When a man wants credit, give him an Allison Coupon Book, and have him sign form at the front, which becomes, then, his promissory note to you. As he buys, you tear out coupons, and when his book is exhausted you can collect your note or extend his credit for another book, as you deem wise. No pass books, no charging, no time wasted, no errors, no disputes.

For Sale by the Jobbing Trade Everywhere.
Manufactured by

ALLISON COUPON CO.,
Indianapolis, Indiana U.S.A.

GRATTAN & CO., LIMITED
ESTD. 1825
The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada
EMERSON, BAMFORD CO.
842 Cambie Street VANCOUVER, B.C.

HOLLAND RUSK

The common verdict of your customers after they have tried it: "There's only one thing just as good—More." Order a case from your jobber to-day.

HOLLAND RUSK COMPANY
HOLLAND, MICH.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a Want Ad. in this paper.

CLASSIFIED ADVERTISING

Advertisements under this heading, 2c per word for first insertion, 1c, for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

WANTED

WANTED — EXPERIENCED WHOLESALE Grocery Travellers, for a long established house; live connection necessary. Apply stating territory covered, length of connection, salary wanted, age, married or single. Box 41, Canadian Grocer.

APPLES — WANTED, A GOOD APPLE agency for Newfoundland. Quote prices f.o.b. Halifax or Montreal. Can satisfy you as to connection and references. Advertiser, Box 1131, St. John's, Newfoundland.

WANTED—BY AN OLD ESTABLISHED packing house, travellers on commission, on ground north of the old Grand Trunk, Toronto to Sarnia, to Owen Sound, and between Toronto and Lake Huron, and ground east of Belleville to Montreal and north of Pembroke with the exception of the city of Kingston. Apply Box 40, Canadian Grocer, 143 University Avenue, Toronto.

FOR SALE

WELL ESTABLISHED GROCERY AND meat business for sale—Owner retiring from business. Turning stock twice every month. Trade rapidly increasing. Catering to high-class residential trade. One of the best cities in Western Canada. Population over 60,000. This is golden opportunity. Address Box 38, Canadian Grocer, 143 University Ave., Toronto.

FOR SALE — GENERAL STORE, ESTABLISHED 52 years, new store, new barn, good house. Stock $3,000, turnover $12,000, post office over $100. 4½ miles to M.C.R., 7 miles to Hagersville. Book accounts always under $500. Possession given at once. R. J. Thomas, Hartford, Ont.

SITUATIONS WANTED

SPECIALTY SALESMAN WITH LARGE connection in Maritime Provinces open for engagements. Apply Box 39, Canadian Grocer, 143 University Avenue, Toronto.

AGENCIES WANTED

NEWFOUNDLAND — MANUFACTURERS' agent with first-class connection and references requires agencies for groceries, food stuffs, jams, jellies, etc. Want particularly agency for canned blueberries. Can place your goods if prices are right. Address, in first instance, with full particulars, Advertiser, Box 1131, St. John's, Newfoundland.

AGENT WANTED TO REPRESENT AN old established firm of English confectionery manufacturers for Montreal. Write, stating what agencies same line (if any) at present held. Reply Box 110, Canadian Grocer, 88 Fleet Street, London, England.

MISCELLANEOUS

BUCKWHEAT FLOUR GUARANTEED pure and unsurpassed by any mill in the province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND - CHATTERSON SYSTEMS — Short, simple. Adequate to all classes of business. The Copeland-Chatterson Co., Limited, Toronto and Ottawa.

ADDING TYPEWRITERS WRITE, ADD OR subtract in one operation. Elliott-Fisher, Ltd., Room 134, Stair Building, Toronto.

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. THE NATIONAL CASH REGISTER COMPANY guarantee to sell a better register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

BUSINESS-GETTING TYPEWRITTEN LETTERS and real printing can be quickly and easily turned out by the Multigraph in your own office—actual typewriting for letterforms, real printing for stationery and advertising, saving 25% to 75% of average annual printing cost. American Multigraph Sales Co., Limited, 129 Bay St., Toronto.

ACCURATE COST KEEPING IS EASY IF ou have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

WAREHOUSE AND FACTORY HEATING systems. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

One of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

Pascall's

ENGLISH

Confectionery

and Chocolates

Quality: The Purest and Best

Variety: The Largest

Prices: Right

AGENTS—

Toronto: Charles H. Cole
122 Wellington St. West.
Winnipeg: Ruttan & Chipman, Fort Garry Court.
Vancouver: C. & J. Jones.
New Brunswick: J. E. Angevine and McLauchlin, St. John, N.B.

CIGAR EXCELLENCE

BEN BEY

10 Cents Worth of Delight

Your customers will appreciate your stocking this leader. Not only look good in the case but smoke good. Give them the best.

Write us or ask your jobber.

Ed. Youngheart & Co., Limited
MONTREAL

AS A STEADY SELLER

MAPLEINE

is classed with the staple flavors. It ranks high in popularity.

Order from your Jobber, or Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont.; Mason & Hickey, 287 Stanley St., Winnipeg, Man.

The Crescent Mfg. Co.
SEATTLE, - WASH.

When writing advertisers, kindly mention having seen the ad. in this paper.

Don't be satisfied with selling ordinary Pot and Pearl Barley—

Ordinary barley will not give that high degree of quality or satisfaction to the customer, or the good profit and good selling satisfaction to the dealer. Why then bother with the ordinary? Get a stock of the real John MacKay Medicated Pot and Pearl Barley, the Standard of the World.

Every bag bears the name John MacKay, with the Highlanders' Head. Accept no other. Order from your wholesaler or direct. Every bag guaranteed or your money back.

John Mackay, Ltd.
Bowmanville, Ont.

53 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA

Registered Trade-Mark

Our Cocoa and Chocolate preparations are Absolutely Pure — free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.

When writing advertisers, kindly mention having seen the ad. in this paper.

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

PRICE $2.00

ALL ORDERS PAYABLE
IN ADVANCE.

MacLean Publishing Co.
143-149 University Ave., Toronto

Give Your Friends This Handsome Xmas Gift

It gives pleasure the whole year round and is a constant source of delight, instruction and interest.

All the anxiety and trouble of searching for a valuable and appropriate gift for our friends is simply overcome by giving them a year's subscription of MacLean's Magazine—*Canada's National Monthly Magazine for the business, professional man and his family.*

This makes a gift that is not soon forgotten like an ordinary gift is apt to be—The coming of this distinctive Canadian Magazine each month will recall your graciousness throughout the whole year.

Send in the name or names of your friends with $2.00 for a year's subscription and we will forward them the January issue—the first of the strong one's that will follow each month —The January copies will be ready for mailing on the 15th of December, and will reach your friends amid the Yule-tide Festivities.

The excellent nature of the subjects contained each month will be noted from these features which appear in January:—

CHARMING CHARACTER SKETCHES.

Each Issue portrays one or more snappy articles on Men of to-day.

MEN AROUND THE KAISER.

F. W. Wile's German sketches continue in Each Issue.

MONEY AND AFFAIRS.

Jno. Appleton, Associate-Editor, Financial Post analyses each month the financial outlook.

BEST BOOK OF THE MONTH.

Findlay I. Weaver, Editor Bookseller and Stationer, gives a racy account of successful books and authors.

THE UNUSUAL IN CANADA.

Always Some Interesting Articles on Other Topics.

SHORT STORIES AND SERIALS.

From 4 to 6 Best Short Stories and a laughable serial in each issue.

REVIEW OF REVIEWS.

Herein the Busy Reader can have the Best from Current Magazines condensed for him. This Feature excels in Interest.

Altogether don't you think that this is the Biggest Gift that you can give your friend. Try it.

Send the names of your friends in to-day to catch the early Christmas mail.

The MacLean Publishing Co., Ltd.

143 University Avenue, Toronto, Ont.

Ad. Writing Contest For Dealers and Clerks

For the best written Christmas newspaper advertisement sent to Canadian Grocer, a prize of $5 will be given.

Each contestant must make the ad. refer to Christmas goods and all entries must be mailed on or before Dec. 31st.

This contest is open to Canadian and Newfoundland grocers and clerks.

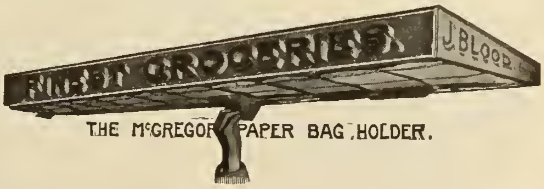
Decide now to come in. Enter as many ads. as you desire.

Address:

The Editor, The Canadian Grocer
143-149 University Avenue, Toronto

ALE COME TO THE HEINZ DEALER
BECAUSE CONSUMERS KNOW THAT
Anything That's HEINZ Is Safe To Buy.
TRADE MARK
H. J. HEINZ COMPANY
PITTSBURGH

BUY
"Redona" and "Matador"
SHELLED
ALMONDS
The most popular amongst the Grocery and Confectionery Trades
COSMELLI & COMPANY
Packers and Shippers of the well-known Red "C" and Red "B" Fruit Pulps.
Monument Buildings, London, England


FINEST GROCERIES
J. BLOOR
THE McGREGOR PAPER BAG HOLDER.

HOLDS EVERY SIZE BAG
FROM ¼ TO 10 LBS.
hangs right above the counter ready for use. Saves time, space and waste in bags. No hole punching or any extra trouble whatsoever, simply lay the bags in their respective compartments. Quicker service a certainty. No up-to-date store should be without one.

Selling Agents for Canada:
KILGOUR BROS.
21-3 Wellington St. W., Toronto

O. P. McGREGOR
Patentee and Manufacturer
411 Spadina Ave., Toronto

THE PERFECTION CHEESE CUTTER

Makes All Clerks Accurate.

Made in Canada

Saves its cost in a short time

Is Sanitary

Saves Time

Attracts New Trade　**Holds the Old Trade**　**Always Gives a Fresh Slice**

In fact it makes CHEESE Selling agreeable and profitable.

Send Postal for Circular

AMERICAN COMPUTING CO. OF CANADA

German Mustard

"Duesseldorfer Senf"

Absolutely the best. Unrivalled by any French or English mustard. A fast seller. Put up in cases containing two dozen crock.

Ask your wholesale dealer or write to

Canadian Product & Importing Co.
Berlin - Ontario

D. & J. McCallum
Perfection Scotch
Whiskey

One of the most widely advertised Scotch Whiskies of the day. McCallum's Perfection Scotch is distinctive in flavor, and is noted for its mellowness of age. It does not have that "smoky" taste of most Scotch whiskies.

Stock McCallum's Perfection
WM. E. McINTYRE, LIMITED
General Agent
23 WATER STREET - - ST. JOHN, N.B.

The Money Market

GENERAL BUSINESS CONDITIONS.
REAL ESTATE, BOND AND STOCK DEVELOPMENTS
are discussed every week in

THE FINANCIAL POST OF CANADA

The service of The Post's Investor's Information Bureau is free to subscribers.

Write for Sample Copy	Published Saturdays	$3.00 per annum

THE FINANCIAL POST OF CANADA
"The Canadian Newspaper for Investors."
TORONTO - - - CANADA

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Money In Salesmanship

The trained salesman is practically independent. Scores of business houses seek his services.

It should, therefore, be the aim of every young man to qualify himself for a higher position. He can accomplish this in his spare time, just as hundreds have done.

No work so quickly develops poise, self-reliance, ease, ability to grasp situations, instinct to meet the demands of the moment, and the capacity to meet men of their own level, as representing MACLEAN'S.

This work puts you in touch with the prominent men of each town, a connection of inestimable value. We require representatives in nearly every town and centre of population in Canada. You can make from $5 to $10 per week in addition to your regular salary. We give you a practical training that is worth consideration.

Write us to-day for particulars.

MACLEAN PUBLISHING CO.

143 University Ave. -:- Toronto, Ont.

ADS AND SALES

By HERBERT N. CASSON

A Study of Advertising and Selling from the Standpoint of the New Principles of Scientific Management

Something in it for Every Advertiser, Advertising Manager, Corporation, Salesman, Sales Manager, American Business Man.

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X. The Future of Advertising
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XII. The Professional Outsider

PRICE, $2.00 NET

Postage, 13 cents additional

TECHNICAL BOOK DEPARTMENT

MacLean Publishing Co.,
143-149 University Avenue, Toronto

Drop in and shake hands

WE'RE always right glad to see you—our readers and advertisers—to have a handshake, a grouch about the weather, a chat about things in general.

Since we moved up here from Front Street, four years ago, we've been hitherto somewhat inaccessible, and this announcement is to remind you that the "Dundas" car route has been changed, and now runs right past our offices, putting us within four minutes of the down-town district.

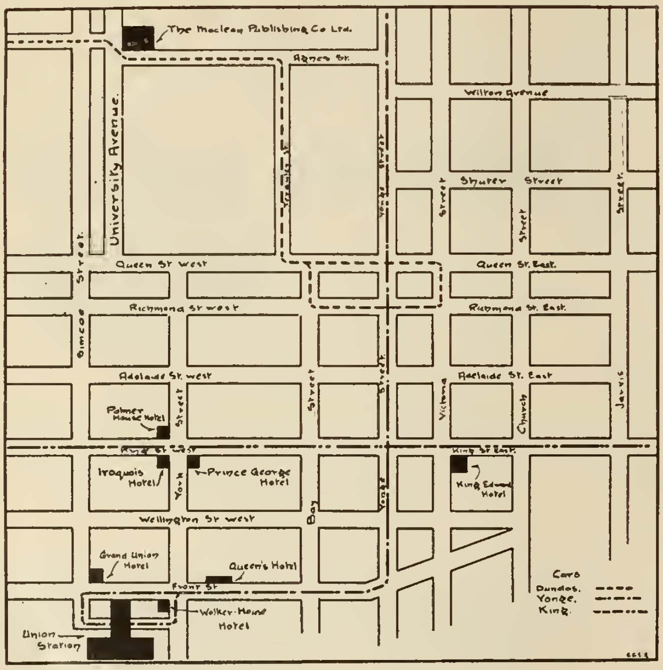
The little map shows the car route and the relation of our offices thereto.

All you have to do is to get on any "Dundas" car, downtown, and get off at University Avenue.

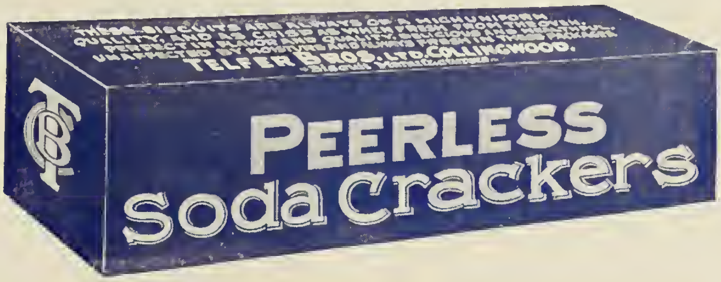
As you can now reach us in a few minutes, we shall expect you to look us up, anytime you feel like it.

And, whether you've got any kicks to make, want to talk shop, or just drop around to say "Howdy," we'll be mighty glad to see you.

So—come on in!



CANADIAN GROCER
143 University Avenue Toronto, Ont.


THESE BISCUITS ARE ALWAYS OF A HIGH UNIFORM
QUALITY, AND AS CRISP AS WHEN FRESH FROM THE OVEN.
TELFER BROS. LTD. COLLINGWOOD.
PEERLESS
Soda Crackers

WHAT is more tasteless than Soda Biscuits that are stale? You may answer "stale peanuts," and you may be nearly right. They are in the same class.

TELFER'S Soda Crackers are always fresh and crisp, because they are packed while fresh and crisp in such a way that they retain their delicious crispness for a long period.

THE quality of Peerless Soda Crackers is second to none, and this point aids materially in placing this brand at the head of the Soda Cracker world.

Take advantage of our advertising, and profit by pushing Telfer's Products.

TELFER BROS.

LIMITED

Collingwood, Ontario

Branches:

**TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM,
BRANTFORD, EDMONTON**

We Operate the Most Modern Independent Chewing Gum Plant in Canada

"Our Profits are Based on What our Automatic Wrapping Machines Earn"

ONE THOUSAND Five Cent PACKAGES

Each Package Containing Five Individually Wrapped Sticks

FOR TEN DOLLARS

Terms Strictly Net Cash : Payable at par in

LONDON, MONTREAL, OTTAWA, TORONTO, WINNIPEG, VANCOUVER

Quality Guaranteed, Samples Free on Request

Made in
Canada
By
Canadians

Not an
American
Concern
Operating
in Canada

"TEST YOUR GUM"

By depositing the saliva on white paper; if it is muddy it is not clean. ONE THOUSAND DOLLARS IN GOLD WILL BE PAID to the person who can prove that Percy's Gum is not the Cleanest and most Healthful Chewing Gum in the World.

Percy's Is the First Clean Gum Made In Canada

Factory Working Day and Night. *Repeat Orders Coming in Galore*

WHOLESALE HOUSES WRITE FOR DISCOUNTS

Maple Leaf Gum and Candy Company

London - - Canada

CANADIAN GROCER

THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII. PUBLICATION OFFICE: TORONTO, DECEMBER 19, 1913. No. 51

THE HOUGH
1915 CALENDAR LINE
IS SPECIALLY ATTRACTIVE
TO THE GROCER

GET YOUR
NAME
ON OUR
MAILING LIST

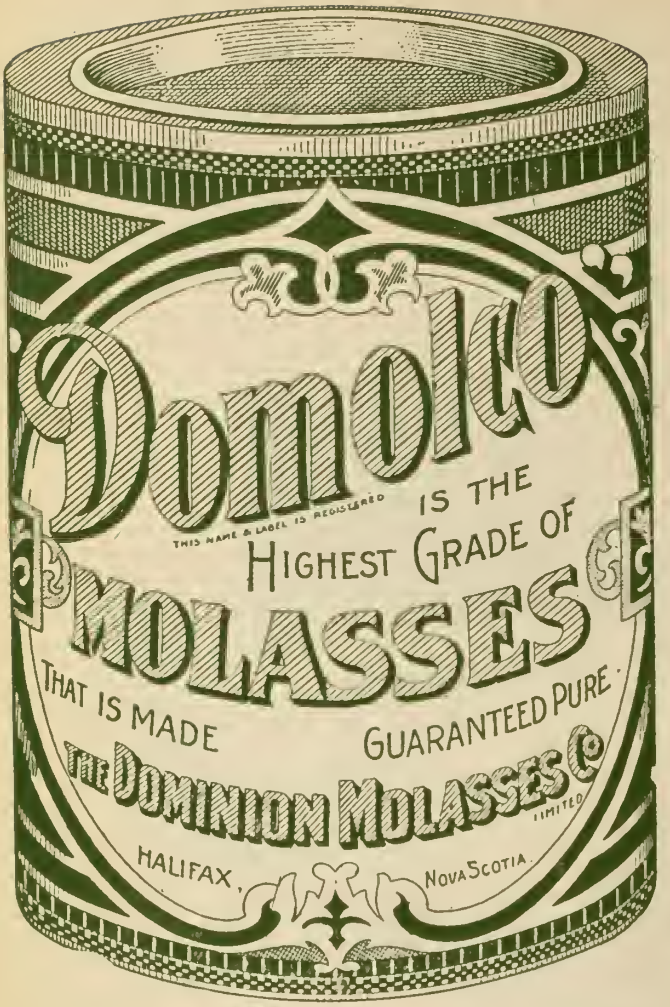
The HOUGH LITHOGRAPHING Co LIMITED
96 SPADINA AVE TORONTO

QUALITY
LITHOGRAPHERS

LABELS POSTERS CALENDARS
SHOWCARDS HANGERS
ADVERTISING NOVELTIES
WINDOW-DISPLAYS

Standardize your Products by using
Attractive Labels, Showcards, Window-Trims & Posters.

HOUGH PRODUCTS BRING RESULTS



Note
registered
label

OFFERED TO YOUR PATRONS

as the most superior Molasses for table use to any other on the Canadian market.

We know this to be a strong statement, but the proof will be found in every tin.

Almost every family on your list of customers uses Molasses to some extent and the majority of them will come to your store regularly for their supply when once you get them started using

DOMOLCO

Put up in sanitary lever top tins in cases as appended:
No. 2's—2 dozen to the case.
No. 3's—2 dozen to the case.
No. 5's—1 dozen to the case.
No. 10's—½ dozen to the case.
No. 20's—¼ dozen to the case.

THE
Dominion Molasses Co., Ltd.
HALIFAX, N.S.

AT the close of this, another big year for quality goods, we extend to the trade the heartiest well wishes of the season, both on behalf of the manufacturers of the products we represent and ourselves.

Everything we advertise is the best of its kind. We neither advertise or sell any goods that we cannot, personally vouch for and which we have proved. Quality products are always appreciated and they make more profitable sellers.

Stower's Lime Juice Cordial.

pleases the most fastidious palates. Already sweetened, just add water and you have a most wholesome drink.

Cox's Gelatine

Served with fruit, Cox's Instant Jelly Powder makes a delicious dessert. Perfectly pure—British made.

Griffin & Skelley Dried Fruits

Seedless Raisins, Prunes, Apricots, Peaches and Pears in all their original goodness. A revelation to the grocer who has been handling other brands.

Taylor's Peels, Candied or Drained

Lemon, Citron, and Orange Peels, made from best imported fruit skins. They are tender and represent the height of quality.

Codou's Macaroni, Vermicelli, Etc.

Made of finest Taganrog Russian wheat. Genuine French products made by Felix Codou.

Thistle Brand Fish.

Are caught right and canned right. They retain the fresh sea flavor.

Arthur P. Tippet & Company

Agents

Montreal

A genuine wish for a very Merry Christmas from the makers of the genuine Jams and Jellies

—E.D.S.

E. D. Smith & Son
Limited
WINONA, ONTARIO

AGENTS: NEWTON A. HILL, Toronto; W.H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Montreal.

What we are doing to help dealers sell more

We create new business by sampling your customers—by using both Painted Signs and Posters.

We send window trims that are both unique and attractive.

We supply counter and store signs.

And we advertise OXO CUBES in the leading newspapers and magazines—especially those which go into the homes.

With these helps—and the prestige which OXO CUBES have already gained—there seems no reason why you should not stock OXO CUBES this winter and make the excellent profits that hundreds of other grocers are making on OXO CUBES.

Write for prices of special terms to the trade.

Corneille David & Co.

Toronto Montreal Winnipeg St. John, N.B.

BORDEN MILK CO. LIMITED
EAGLE BRAND
Trade Mark of BORDEN MILK COMPANY LIMITED
EAGLE
GAIL BORDEN
BRAND
by which their PRESERVED MILK will hereafter be designated and for additional protection against imposition each label will bear the signature.
Gail Borden
BORDEN MILK COMPANY LIMITED
MONTREAL, CANADA.

An old-fashioned Merry Xmas and good old-time New Year

OUR ONE WISH is that you may have the Merriest Christmas and Happiest New Year that has ever been your lot.

BORDEN MILK CO., LIMITED

Leaders of Quality

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver

Christmas Greetings to the Grocers of the West

CALGARY

LETHBRIDGE

EDMONTON

CAMPBELL WILSON & HORNE
LIMITED

ROYAL SHIELD BRAND OF GOODS

WINNIPEG

CAMPBELL BROS. & WILSON
LIMITED

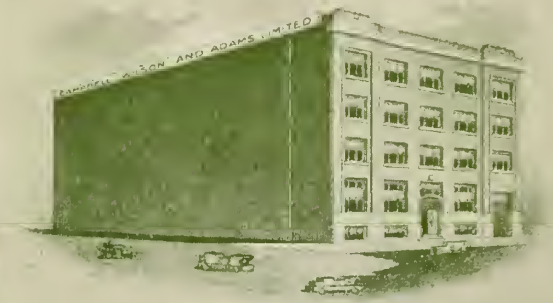
THE OLD RELIABLE HOUSE
ESTABLISHED 1882

PACKERS OF
ROYAL SHIELD BRAND OF GOODS

IMPORTERS AND WHOLESALE GROCERS

ROYAL SHIELD BRAND OF GOODS

SASKATOON



CAMPBELL WILSON & ADAMS, LIMITED.

REGINA

CAMPBELL WILSON & STRATHDEE, LIMITED

May the New Year be even More Prosperous than the Old.
May we all be given to serve still better.

Cleave's
DEVONSHIRE CREAM
Chocolate

Unrivalled!
Quality—A. 1.
Turn-out—Attractive
Profit—Good

ENTIRELY NEW 5 CENT LINES

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

Write for Prices to Wholesale Agents
FRANK DAVY & CO., 6 St. Sacrament St., Montreal

A delicacy that sells well during the holiday season, as well as all the year round.

That this being the season of good-will, we extend to you our best wishes for a right Merry Christmas.

Rowat & Co.

Glasgow, Scotland

CANADIAN DISTRIBUTORS

Snowdon & Ebbitt, 325 Coristine Building, Montreal, Quebec, Ontario, Manitoba, and the Northwest; F. K. Warren, Halifax, N.S.; J. A. Tilton, St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

That Good Old Wish

A Merry Christmas and Prosperous New Year

is the wish extended to all by the packers of the famous BRUNSWICK BRAND Sea Foods.

- Kippered Herring
- Herring in Tomato Sauce
- Clams
- Scallops
- ¼ Oil Sardines
- ¾ Mustard Sardines
- Finnan Haddies
- (Oval and Round Tins)

CONNORS BROS.

Limited

Black's Harbor, N.B.

AGENTS:—Grant, Oxley & Co., Halifax, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. de Carteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney, Edmonton, Alta.; Shallcross, Macaulay Co., Victoria, B.C.

To everyone—
Greetings

May old Santa Claus come down your chimney in real mythical style and leave behind him a ripping Merry Christmas and a whole year of good luck, health and happiness for 1914.

Hudon, Hebert & Co., Limited
MONTREAL

HUDON HEBERT & CIE. LIMITED
GAZELLE
MONTREAL. CAN.

HUDON HEBERT & CIE. LIMITED
GAZELLE
MONTREAL. CAN.

Christmas 1913

Our Best
Wishes to the
Trade.

Dominion Canners, Limited
HAMILTON
Canada

Three more **Perrin** profit makers

Billiken, whose perpetual smile is a reminder of how good he is.

Shortcake, a rich semi shortbread, that will satisfy the most exacting.

Chocolate Savoys, a chocolate flavored biscuit with a delicious chocolate cream filling.

Order a supply now.

D. S. Perrin & Company
Limited
London, Canada

SALMON

FINEST BRITISH COLUMBIA

SOVEREIGN

Caught in Salt Water
and Canned Immediately

SOCKEYE

Anglo-B.C. Packing Co., Ltd.

H. Bell-Irving & Co., Ltd.
VANCOUVER, B.C.

HOLLY LEAF

Quality is Our First
Consideration

To Make a Merry Christmas
Merrier Yet—

—Sell **and Drink**

Melagama

Tea and Coffee

The "Quality" Beverages

Rush Orders Filled Same Day as Received.

MINTO BROS., LIMITED, 45 FRONT E., TORONTO

Store of J. E. B. Wilkinson, Saskatoon, Sask.

More display space

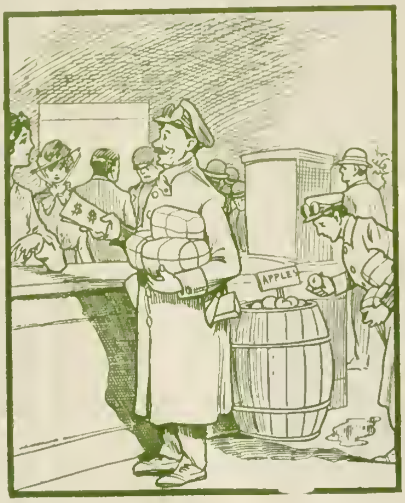
Every dealer knows the value of good display of goods. He knows too, that a mixture of boxes, baskets, etc., piled around is not pleasing and does not attract customers—it drives them away. Why not make your store inviting and make shopping and serving a pleasure by installing a **"WALKER BIN" SYSTEM?** It will save 25% of your floor space, improve your service, and increase your selling efficiency 100%. Think it over. We manufacture the best in show cases and refrigerator counters. Write for illustrated catalog and estimates.

WALKER PATENTED BINS

Walker Bin & Store Fixture Co.
LIMITED
BERLIN ONTARIO

REPRESENTATIVES:
Manitoba: Watson & Truesdale, Winnipeg, Man.
Northern, Sask.: North-West Specialty Co., Saskatoon, Sask.
Southern Sask. and Alta.: J. N. Smith, Box 696, Regina, Sask.
Vancouver: Western Plate Glass Co., 318 Water St.
Montreal: W. S. Silcock, 33 St. Nicholas Street.
Maritime Provinces: B. B. Rankine, 4 Wright St., St. John, N.B.

WALKER PATENTED BINS



Gee! But Motorists Are a Hungry Lot!

Get them into your store to buy gasolene or cylinder oil and they won't leave before buying a lot of fruit, candies, cigars, bottled sodas, ginger ale, finger snaps, bologna, cheese, crackers and other good things.

THE BOWSER SIGN
Will bring them in

500,000 automobiles are built and sold every year. The business is growing at a tremendous rate, and motorists have learned that a **Bowser pump means pure, clean gasolene that they can depend on.**

The Bowser System will bring you the gasolene trade in your community and for many miles around.

It costs so little.
It earns so much
you can't hesitate.
Write now for further particulars.

S. F. BOWSER & COMPANY, Inc.

66-68 Frazer Avenue - Toronto, Ont., Canada

Made by Canadian Workmen and Sold by Canadian Salesmen. **Sales Offices in all Centres and Representatives Everywhere.**

Original patentees and manufacturers of standard, self-measuring hand and power driven pumps, large and small tanks, gasolene and oil storage and distributing systems, oil filtering and circulating systems, dry cleaner's systems, etc.

Established 1885.

CHRISTMAS 1913 NEW YEAR 1914

* * *

Our best wishes for a happy and joyous Christmas and a New Year surpassing in health and prosperity all that have gone before.

Yours truly,

W. CLARK, LIMITED

AMHERST STREET
MONTREAL

WHITE SWAN BAKING POWDER

"BAKING BECOMES A PLEASURE!"

"Have you tried the White Swan Baking Powder? You will find it a wonderful assistant in the kitchen! It makes your cakes and pastry whiter and lighter—baking becomes a real pleasure.

"White Swan Baking Powder is the oldest and the best on the market—its purity is absolute." Order it today, and tomorrow a cooking reputation is won. Your grocer carries it in 10c. and 25c. tins.

Scientific Reasons

Baking Powder is not a part of the food, like flour, but is used for the leavening gas it produces. White Swan Baking Powder is chemically pure, leaving a residue of entirely wholesome substance that is bone-building and healthy.

Beware of Alum Baking Powders, which leave a residue of Sulphate of Soda, harmful to the stomach, hardening the tissues, and a fruitful cause of indigestion.

Order White Swan Baking Powder from your grocer to-day.

White Swan Spices & Cereals Limited
Toronto 2

The White Swan Brands Sell Quickly

PERFECT SATISFACTION

The dealer who handles White Swan Baking Powder is assured the utmost satisfaction to his customers. Because of its wonderful baking results the "White Swan" is winning a large following of enthusiastic women everywhere. Therefore, it is

EASY TO SELL

The pleasure of assured good results to every woman in the kitchen has created the demand that makes White Swan Baking Powder easy and quick to sell. This naturally brings to every dealer

BIG PROFITS

The advertising campaign, comprising a series of advertisements, of which the above is a sample, is creating a general demand for White Swan products. Are you a White Swan dealer, sharing in the profits? If not, write us to-day.

Women, look for the guarantee of

"Surity of Purity"

White Swan Spices & Cereals, Limited

TORONTO

IRISH MILK

From Ireland

a 10 cent line

50 thousand cases Swiss Dairy Brand (Sweetened). At $3.85 per case of four dozen one-pound tins. Delivered any point east of Port Arthur for import order of not less than 25 case lots, quality guaranteed. Send for sample.

Terms 60 days from date of shipment.

We always carry a large stock at Toronto.

Kirkwood & Sons

176 Dupont St., Toronto,
For all of Canada

'CAMP'
COFFEE

The Brightest Star
In the Coffee-Essence World!

Retailers who stock 'Camp' Coffee are in for a busy time and a paying one! 'Camp' this season is going to boom. Strong and constant advertising coupled with the best article of its kind on the market, explains why.

Replenish your stock—quick
—before the rush comes!

'CAMP'
COFFEE

Sold by all wholesalers, everywhere

PROPRIETORS: R. PATERSON & SONS, COFFEE SPECIALISTS, GLASGOW

Sterling BRAND

A distinctive catsup in a distinctive bottle

a popular price

Display "Sterling Catsup" in your windows. Put an attractive display of Sterling Catsup on your counters. Get it out where it can be seen.

Tell your customers about this distinctive catsup—this high-grade catsup at a popular price.

Tell you customers about the care we exercise to guard its purity. How we gather the best tomatoes fresh from the vines. How it is prepared and bottled by automatic machinery without the use of coloring matter.

Push Sterling Brand Catsup to-day.

Its delicious flavor will take care of to-morrow's sales.

The T. A. LYTLE CO., Limited

STERLING ROAD, TORONTO

Tartan BRAND
THE SIGN OF PURITY

We wish you a record Xmas Trade

and extend to you our thanks for your patronage during the year just closing, and hope we deserve its continuance. Our aim is to give the best service at all times, and to supply you with **PURE, HIGH QUALITY GROCERIES.**
Our travellers will be off the road from December 22 to January 13. Phone and mail orders will be appreciated.

Balfour, Smye & Co. Wholesale Manufacturing Grocers
Hamilton, Ont.

OLD CALABAR

DOG AND PUPPY BISCUITS

Agent—KENNETH H. MUNRO, Montreal

"ZIP" —the hands are clean

It takes but a moment to clean the hands with ZIP. Thoroughly removes grease, ink, dirt, etc., without the slightest injury to the skin.

It will pay you to get "Zip" into your sales, for it's just "Zip" and your profits go up.

Ask us about our premium plan. It increases sales all along.

The Zip Mfg. Company, - Sutton, P. Q.

AGENTS:—R. E. Boyd & Co., Montreal; The Harry Horne Co., Toronto; Leadley & Company, Winnipeg; A. Francois Turcot, Quebec, Que.; C. O. Genest & Fils, Sherbrooke, Que.

SYMINGTON'S SOUPS

One packet of any of the eleven varieties makes a quart of rich, nourishing, and wholesome soup.

The flavours are distinctive and delightful. Let any home-cook try these fine soups—just once!

Mulligatawny, Green Pea, Lentil, Pea, Celery, Onion, Ox Tail, Scotch Broth, Tomato, White Vegetable, Mock Turtle.

Easy to prepare—put the contents of packet into water—stir—boil—serve.

Canadian Agents:—

Messrs. F. E. ROBSON & CO.
25 Front Street East, Toronto

More Than Ever in a Class by Itself

One of our 12 new models. Wouldn't it be a good idea then to look into the Coles? It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.

COLES MANUFACTURING CO
1615 North 23rd St. PHILA., PA.

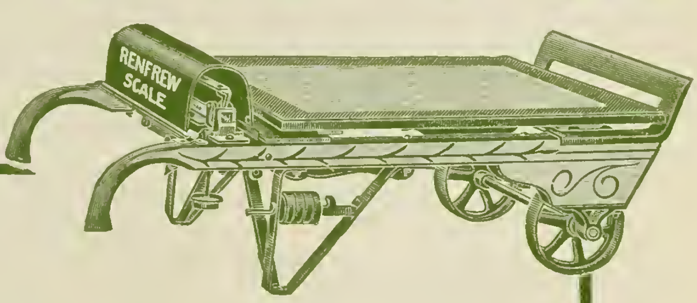
AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

We wish you a Merry Christmas
and a Prosperous New Year

The St. Lawrence Sugar Refineries, Limited

Montreal, Quebec

The Renfrew Truck Scale Saves Time



Wholesalers, produce men, shippers of all kinds of goods, will find the Renfrew Truck Scale a time-saver. You can weigh the goods right on the truck and then wheel them to the wagon. This truck scale is so constructed that it easily mounts its load. Weighs accurately on even or uneven ground or floor. Weighs anything from 1 lb. to 2,000 lbs.

Staunchly, yet not heavily built. Write for descriptive booklet and price.

The Renfrew Machinery Co., Limited, Head Office & Works, **Renfrew, Ont.**

There is a Scientific Reason

why the use of Blue makes linen white and why **Reckitt's Blue** is so good, but your customers are only interested in the results, and when they see the dainty whiteness produced by Reckitt's Blue they say to themselves—"**My store supplies the Best!**"

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Brantford Cold Storage Co.
LIMITED
Wholesale Produce Merchants
If you are in need of
HONEY
in any quantity write us for quotations
BRANTFORD, ONT.

Headquarters for White Beans and Evaporated Apples.

W. H. MILLMAN & SONS
Wholesale Grocery Brokers
Toronto, Ont.

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents
and Importers
77 York St. - Toronto

Established 1859.
GEO. STANWAY & COMPANY
Toronto
Ontario representatives for
D. S. PARTHENOPULO
Patras, Currants
Importers of Texan Rices, White Beans, Lentils, Imported Canned Goods, etc.

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Morrow & Co. 39 Front St. E., Toronto
We have in stock ready for immediate shipment in any quantities to jobbers only: Rolled Oats, Oatmeals, Rolled Wheat, Pot and Pearl Barley, Split Peas, Cornmeal, Graham and Whole Wheat Flour, Buckwheat Flour and Grits, Wheatlets, Farina, Blue Peas, Rye Flour, Pea Meal, Hominy Grits, Pearl Hominy, Corn Flour, etc., etc.
Write for prices.

HENRI de LEEUW
Merchandise Broker,
28 Front Street East, Toronto.
I solicit agencies for the following lines: Peas, Beans, Canned Goods, Apples, Corn, Oats, etc. First-class references given all over the world.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
LTD.
Wholesale Grocery Brokers & Manufacturers' Agents.
WINNIPEG
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA, SASK.
IMPORTER, WHOLESALE BROKER and MANUFACTURERS' AGENT.
Trade Established, 15 Years
Domestic & Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

When writing advertisers, kindly mention having seen the ad. in this paper.

W. H. Escott Co., Ltd.
Wholesale
Grocery Brokers
181-183 Bannatyne Ave.
Winnipeg, Canada
Branches Covering
All the Wholesale Centres in the West

WESTERN PROVINCES—Continued.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

RUTTAN & CHIPMAN
WHOLESALE GROCERY BROKERS
and
MANUFACTURERS' AGENTS
Fort Garry Court, Main Street.
Winnipeg - Canada

SIMPSON PRODUCE CO. Winnipeg Man.
Will be pleased to discuss with agents or manufacturers of Bakers', Butchers' or Grocers' specialties, the introduction of their lines to the Prairie Provinces—we go direct to the trade or through the Jobbers.
Dealers in High Class Produce and Provisions.
Simpson Produce Co. 248-252 Princess St.
Winnipeg, Man.

Standards on maple has been finally fixed. Merchants selling Maple Sugar below standard will be condemned to pay heavy fine. Now since out of 456 samples said to have been taken right from the tree by direction of the Government, 31 fell below standard, you will readily see that it is of no concern to you if sugar you are handling is labelled John Jones of Ruralville, Aunt Sofias' Best, Ye Olde Time Process, or hales from the old Homestead farm, or from so said tree associations. But, have goods been TESTED? Do they bear WARRANTEE? Is it from reliable packers of long standing? Small's Maple Sugar in the past 86 years has never once fallen below present standard, regardless of this unrivalled record we are now TESTING all goods, and recently expended over $1,000 on dies that print a WARRANTEE in the bottom of EACH CAKE. 7½c per block for pure, 6¼c for Maple cream block. At all jobbers the world over.

Mr. G. R. Small, of the Canada Maple Exchange, Limited
MONTREAL, QUE.
Speaks briefly on the question of Maple Sufar, and intimates that he anticipates treating the subject fully in the Canadian Grocer about Jan. 1.

Manufacturers' Agents and Brokers' Directory

(Continued.)

BRITISH COLUMBIA.

O'Loane, Kiely & Co., Ltd.
WHOLESALE GROCERY BROKERS
CANNED GOODS, DRIED FRUITS, ETC.
CANNED SALMON A SPECIALTY
We cover British Columbia and Alberta
Head Office - - Vancouver, B.C.
Reference : The Bank of Montreal.

The CAMPBELL BROKERAGE CO.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street . Vancouver B. C.

Importers and Agents Wanted in Canada for
FINCH'S PATENT FLY CATCHERS, OLD COUNTRY TOFFEES, ETC
APPLY
EDWARD KIDD & CO.
1090 Hamilton Street, Vancouver, B.C

WORLD RENOWNED
C.F.St.&C°
BRAND STUHR.

STUHR'S
GENUINE CAVIARE,
FILETS D'ANCHOIS
(naturels),
ANCHOVY PASTE.

"Please ask for our offer."

C. F. STUHR & CO., HAMBURG.

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'
KNIFE POLISH
JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.
Wellington Mills, London, England

NEWFOUNDLAND.

E. O. CORNISH
COMMISSION AGENT
Canned Goods a Specialty
821 Pender St. W., Vancouver, B.C.

SPLENDID CONNECTION
Amongst the Jobbers and Retailers
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
CLAUDE BEAUCHAMP
223 Commissioners St., Montreal

T. A. MACNAB & CO.
ST. JOHN'S NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

A want ad. in this paper will bring replies from all parts of Canada.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.
Technical Book Department
143-149 University Avenue, Toronto

Every Merchant who handles—

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache.
If you are feverish.
If you do not sleep well.
If you are nervous.
If you have LaGrippe.
If you suffer from neuralgia
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

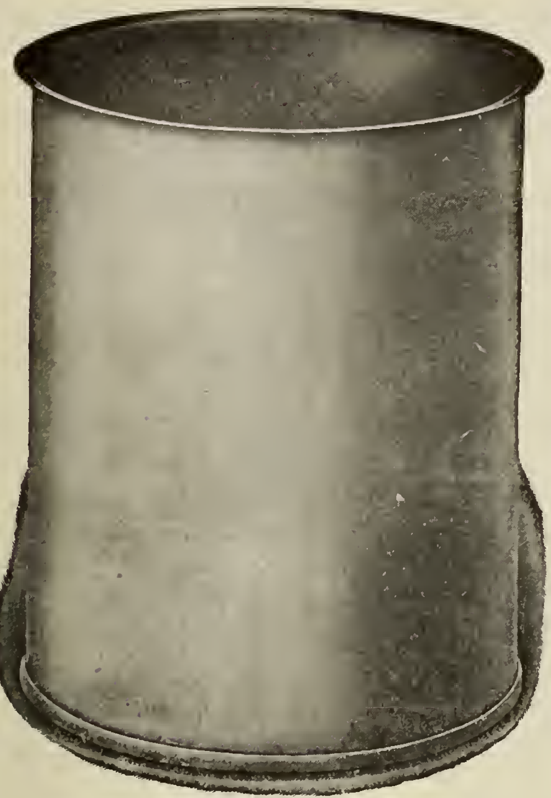
knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—
Name ....
With (Name of firm) ....
Street ....
City or town ....Prov..........

MAY your health and happiness be as perfect during 1914 as the flower that lends its name to the TEA that *"is good tea."*

T. H. Estabrooks Co.
LIMITED
Toronto, St. John, Winnipeg, Calgary



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.

From the big Forest City House of Quality and Square Dealing

"CLUB HOUSE" BRAND

SPANISH OLIVES

The finest Seville Olives, pure brine, made with healthful water from our own Artesian well, form the basis of the most satisfactory Olive business you can get—this is the "Club House" formula.
Put up in different sizes of bottles. Satisfaction guaranteed.

Send for a Trial Order.

Gorman, Eckert & Co., Ltd.

London, Ontario

Western Selling Agents
MASON & HICKEY
WINNIPEG

PURITY SALT

Should Go Into Every Basket of Orders That Leaves Your Store

When salt is asked for give the customer "Purity," it's everything its name implies. It satisfies the customers every time and allows you a liberal profit. Insist on getting it — recommend it to your patrons.

THE
Western Salt Co.
LTD.

COURTRIGHT,
ONT.

To the Trade throughout Canada

May you spend a Merry Christmas and may your cup be filled to overflowing with joy and prosperity in 1914.

FURUYA & NISHIMURA

MONTREAL NEW YORK CHICAGO

Have No Hesitation

in recommending to your best customer

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste 'Bluenose' yourself! Then you'll feel more enthusiastic about recommending it.

SOLE PACKERS

SMITH & PROCTOR, - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax, - N.S.

Pacific Coast Halibut and Salmon

FRESH AND FROZEN

Order your Pacific Coast Frozen Halibut and Salmon for next Winter's requirements from

The Canadian Fishing Company, Limited

VANCOUVER, BRITISH COLUMBIA

Write for prices and information.

We produce and ship all kinds of Pacific Coast Fish—Fresh—Frozen—Salt—and Smoked.

Quality and Service Unsurpassed

EUREKA

REFRIGERATORS

are well known by the Grocers and Butchers in all parts of the Dominion. During the 28 years that the Eureka Refrigerator Co. have devoted themselves exclusively to this line of work, they have placed them in the hands of the leading grocers and butchers, and their complete satisfaction is the best advertisement anyone could have. Every grocer and butcher should have one. There is nothing made to equal it.

Eureka Refrigerator Co., Limited

54 Noble Street TORONTO

Montreal Representative
JAMES RUTLEDGE.
Tel. St. Louis 3076

Distributing Agents.
Walter Woods & Co., Winnipeg

"SALADA"
TEA

Famous for Quality

"SALADA"

is tea in all its native purity and garden freshness.

For twenty-one years its high standard of quality has been consistently, unswervingly maintained.

A tea that does credit to your recommendation

"SALADA"

LONDON, ENG.	BUFFALO	NEW YORK	TORONTO	MONTREAL	BOSTON	CHICAGO	DETROIT
41 Eastcheap	11 Terrace	198 W. Broadway	32 Yonge St.	St. Paul St.	34-35 S. Market St-	361 N. River St.	Shelby Block

"SALADA"
TEA

Robinson's
Patent Barley

has proved itself a healthful and nutritious food for young and old.

Sells
Without Effort

Its reputation is long established and customers like it; that accounts for the steady demand.

MAGOR, SON & COMPANY, Limited

403 St. Paul St., Montreal **30 Church St., Toronto**

AGENTS FOR THE DOMINION OF CANADA

Christmas Cheer

Puddings—Sauces—Pies—Taffy — Sweetmeats—these delicacies hold sway just now.

Crown Brand Corn Syrup

will help Madam Housewife in her Holiday Cooking—

We will send your customers Recipe Books if they write direct or if you send in their names.

Swell your Crown Brand Sales this month.

THE CANADA STARCH Co. LIMITED

MANUFACTURERS OF THE

EDWARDSBURG BRANDS

Cardinal and Brantford

Montreal, Toronto, Calgary, Vancouver

XMAS NO.
CANADIAN GROCER
VOL. XXVII.
NO 51.
A MERRY XMAS
CASEY

Greetings to the Trade

NOW that the greatest of all the festive seasons is upon us, Canadian Grocer extends to all its friends in the trade a right Merry Christmas. Christmas speaks of old times, recalls old friends and bids us wish them all the happiness that can befall them at this glad time of year. Of all felicities the most charming is that of a firm friendship. It sweetens our cares, dispels our sorrows, and counsels us in our extremities. The Christmas spirit betokens friendship. It imparts that feeling of good-will to our fellow men, which makes our worries lighter and shows to us the silver lining. It teaches us that if we come not within sight of the castle of our dreams, we are still to be thankful for life and for time's golden Christmas moments that were good and sweet.

The Canadian Grocer hopes in all sincerity that our readers may enjoy the fullest measure of Christmas prosperity, and our one best wish is that it may continue throughout the year to come.

Long Distance Traveler With a Unique Record

Benjamin B. Hardwick Has Been on the Road for Forty Years—Total Distance Traveled Equal to About 925,000 Miles or 37 Times Around the World—And He is To-day Hale and Hearty.

By W. S. Taunton.

THE pursuit of fame! It is not unlike the pursuit of riches. Sometimes you get it. More times you miss it. The acquiring of either one, as a rule, depends on how hard you chase it. Of course fame is thrust upon some men and some people find riches in unlikely places. But the real, lasting, ever enduring variety of fame is secured only by going after it with a grim determination to secure the goods. It is a race for life—the acquiring of enduring fame. I do not mean the brand of fame acquired by politicians. That is not enduring. For it riseth up in the morning and is cut down at evening as the grass that withereth in the field, so to speak. Fame that is borne of a successful election campaign only endures for a space, or until the other fellow wins. Then it becomes ex-fame and carries with it as much glory as that of an ex-alderman. But to chase fame around the globe at least twice a year for forty years and then bag the game. Well, that brings me to my story.

B. B. HARDWICK,
A traveler for 40 years whose record extends a distance equal to 36 times around the globe.

Benjamin Berteaux Hardwick, of Annapolis Royal, Nova Scotia, can lay claim, in my opinion, to being the world's most famous commercial traveller—nothing but his modesty forbids. Therefore I am doing it for him. On the sixth day of April, 1912, he completed his fortieth year on the road and for the one firm. During the first ten years he travelled on an average of 10,000 miles a year. That's one hundred thousand miles. The globe's circumference is put at less than 25,000 miles. We will put it at that to be on the safe side. That was four times around the globe. During the next five years he averaged twenty-five thousand miles a year, or five times around the globe. You see he was getting a little serious about this time. During the next twenty-five years he adopted a swifter gait and got away with 35,000 miles a year. This added twenty-seven times of globe circling to his record, making a total of thirty-six times from pole to pole and home again.

This is where the smoking car orator is allowed two minutes to renew his breath.

Talking about territory. Just harken to this. His "beat" was from Newfoundland in the east to San Francisco in the west, and from Mexico in the south to Vancouver and Victoria, B.C., in the north. That is covering some ground, but he was out for fame and orders for Jas. Pyle & Sons, of New York, and a good salary.

Twenty-five years ago he was made superintendent of the firm's travellers, and this caused him to roll up the extra miles. He has outlived two generations of Pyle's and is now working under the third.

During all that time he spent eleven months of the year on the road and never took a vacation, except a week or two at Christmas. He is 67 years old, sound in mind and limb, and, as his record shows, is a good roadster.

You may ask: Is this all true? Well, my answer is that he told me himself and you know commercial travellers never lie.

RIVAL TO DAMN FAMILY.

The Damn family, of world fame, bids fair to lose its renown by discovery of the Hell family in the town of Farrell, Pa., built by the United States Steel Corporation.

Members of the Hell family are not averse to using their names in a business way. The head of the family, Conrad Hell, an ice cream manufacturer, has signs reading "Go to Hell for ice cream!" scattered throughout the city. Another sign reads:

"Have you been to Hell? It's the coolest place in Farrell."

When a stranger enters Main Street he is startled by a big bill-board reading:

"Hell is here! Don't miss the place."

A block farther down the street this sign is encountered:

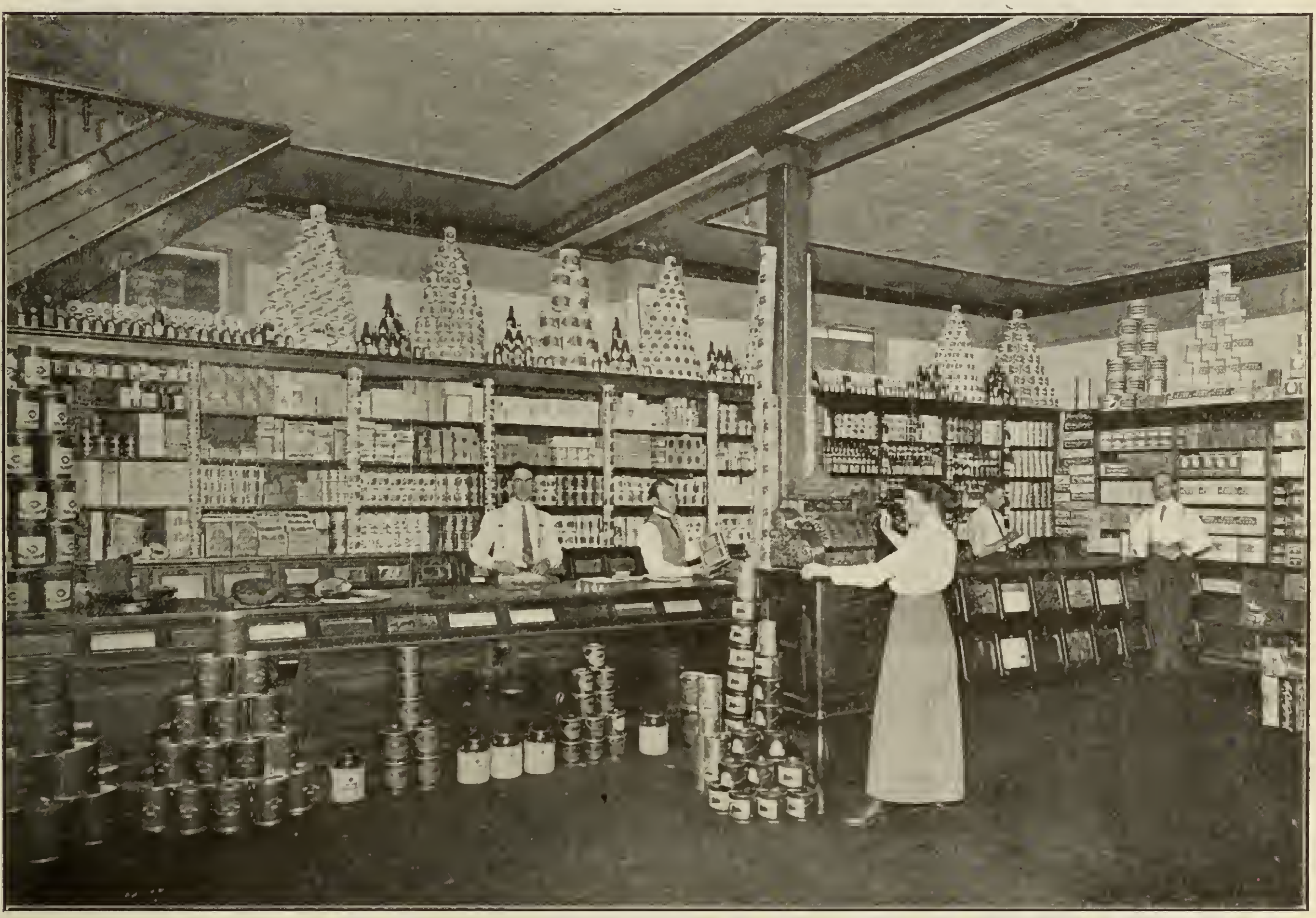
"You will find everybody there on a hot day. Hell is always open."

The big sign which, however, attracts most attention is in front of Hell's place of business. It represents a young couple eating ice cream and the young woman saying to her escort:

"Hell for mine; always."

A $45,000 Increase in Turnover in Three Years

An Illustration of How Rapid Is Business Growth in Some of the Western Prairie Towns—Trade of $80,000 Yearly Reached in Few Years in General Store—Grocery Department Fitted in Modern Fashion.



View of the grocery department of the Hogarth & Clendennan store, Kerrobert, Sask., showing cash register, pivoted bin fixtures, and metal ceiling.

FROM $35,000 turnover to $80,000 in three years! How's that for progress?

This, gentle reader, did not happen in Eastern Canada, but—as you may surmise—out on the Prairie, where towns spring up overnight and where No. 1 Hard is king.

A few years ago in Kerrobert, Sask., the firm of Hogarth & Clendennan came into existence. The members went from Manitoba to Kerrobert, when the site where the now prosperous little embryo city now stands, was but unbroken prairie. Their assets consisted of Faith, Optimism and a little Capital. So they decided to open a store. A glance at the accompanying cut indicates what progress has been made. This cut only shows the grocery department with its patent pivoted bin fixtures and neat counter and shelf arrangement. General dry goods and men's wear are also carried.

Probably in the West to a greater extent than in the East must credits be watched. Otherwise they are apt to get beyond reach, and finally swallow up the business. Hogarth & Clendennan are careful in this regard. Of late years they have been drawing the strings tighter about the slow and doubtful pays. They realize that in a comparatively new country, where grain growing is the chief occupation, it is somewhat difficult to operate on a strictly cash basis. However, much has been done towards diminishing the proportion of credit to the amount of business transacted, and the time limits of payments have been materially shortened. This has made a great saving to them under present conditions.

Go After Good Salesmen.

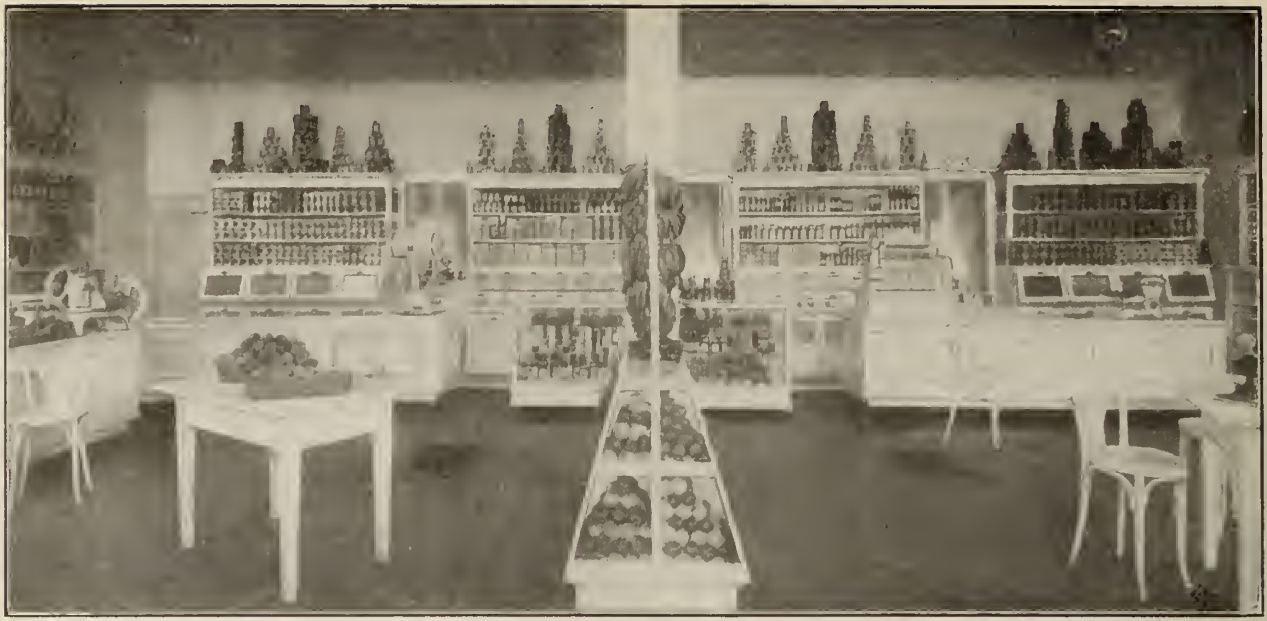
A problem that confronts dealers everywhere is that of good help. Sometimes it becomes a serious one, and the merchant who is blessed with good salesmen is considered lucky. Hogarth & Clendennan have, by fair treatment and generous remuneration, secured an efficient staff, which has been doubled in number during the past three years.

Mr. Clendennan is manager of the grocery department, and Mr. Hogarth of the dry goods .

* * *

CATALOGUES AND BOOKLETS.

Canadian Grocer is in receipt of a neat booklet and catalogue of Christmas groceries from T. F. McDowell, a retail grocer on Granville St., Vancouver, B.C. On the front cover is a half tone reproduction of a basket of fruit and confectionery with Christmas decorations, which is offered as a suggestion for a Christmas gift. Succeeding pages show lists of high-class Christmas groceries arranged in an appealing manner, with prices quoted in almost every case. The printing is in blue ink on yellow paper.



Interior view of the recently fitted handsome store of J. E. B. Wilkinson, Saskatoon, Sask.

White Enamel Interior With Modern Fixtures

Store Recently Opened by J. E. B. Wilkinson, Saskatoon, Sask., Designed to Cater to High Class Trade—New Idea in Showing Fruit—Power of Cleanliness in Attracting Trade.

Among the features of the new store of J. E. B. Wilkinson, Saskatoon, Sask., are its finish in white enamel, its modern patented pivoted bin fixtures, its central fruit display and the order table. These may be all observed from the accompanying photograph which illustrates along with others already shown in Canadian Grocer that Western Canada is taking a leading part in the art of service among the grocers.

The Trend of Conditions.

Mr. Wilkinson has realized the trend of modern conditions in installing these and other fixtures and in producing a store which will do credit to any class of trade in Saskatoon. The white enamel effect is attractive and at the same time clean and sanitary. The bin fixtures, Mr. Wilkinson claims, are a splendid asset to the store inasmuch as they are actual salesmen —showing samples of the goods at all times in the most cleanly and sanitary manner. This store includes a large display refrigerator which serves this double purpose of keeping the goods fresh and showing them to customers. A meat slicer, computing scales, and cash register are other equipment used.

Unique Method of Showing Fruit.

The central display case for fruit is one not frequently run across. It is built against a large pillar by means of attaching the open wooden receptacles to a round pipe. In these boxes different fruits can be shown effectively and obviates any necessity for having boxes and barrels lying about the store. Hooks hang from the horizontal part of the pipe for bananas.

Tables finished in white enamel are used to show various lines and on one of these is a telephone and order book. Customers may sit down here and give their orders, thus introducing a feature of the departmental store.

This store of Mr. Wilkinson's is on the corner of Main and Victoria Streets, and was opened last June.

Hamilton Merchants Gather About Banquet Board

Speakers Discuss Many Current Topics — Petitions Circulated Against Including Retailers in Employes' Compensation Act and Also Seeking Reduction in Business Assessment.

Hamilton, Ont., Dec. 17.—The speakers at the banquet of the Retail Merchants' Association held last Wednesday evening included President Claringbowl, Ald. B. W. Zieman, of Preston, Alan Studholme, M.P.P., E. C. Matthews, grocer, Toronto, president of the Ontario R.M.A., R. D. Cameron, of Lucknow, E. M. Trowern, N. C. Cameron, Peterboro', Jno. O. Carpenter, grocer, Hamilton, and Robert Forster.

Petitions were signed during the evening against the retailers being included in the Employers' Compensation Act, and also seeking a reduction from 25 per cent. to 10 per cent. payment on the assessed values of their property.

Alan Studholme, the labor M.P.P., advised the retail men to "agitate, organize and educate" after making sure of the thing they wanted.

E. C. Matthews explained that any matters requiring the attention of the Provincial Legislature were thrashed out by the local dealers, and then sent to the provincial board, which consisted of five members; if it were a Dominion matter, then the Dominion board, consisting of five executives and twenty-eight other members. He disclaimed any excessive profit for the retailer, and if any honest retailer had been able to ride about in his auto, and was among the aristocracy, it was simply because he was a smarter man than others and had wisely speculated his money. He claimed that the retailers deserve all the abuse they get so long as they do not band together and let people know the true state of affairs. He considered the public should be called upon to pay for the inspection of weights and scales, since it was the public who were being protected.

Prepare for Coming of the Parcel Post System[*]

Delay of a Month or so Will Give Retail Merchants a Little Time After First of Year to Get Ready — Advantages to Dealers in Places Where Rural Mail Delivery is in Vogue, and Where There Are Rural Phones—Method Suggested for Trial.

POSTMASTER-GENERAL Pelletier has recently announced that the Canadian Parcel Post service will be inaugurated shortly after the first of the year. January 1 was to have been the date, but owing to delay in deciding on rates with the railways, it has had to be postponed a month or two. During February we may expect it.

What is the retail trade going to do about it? One may be sure that the mail order houses will work Parcel Post to the utmost. If we could secure a peep at the inside workings of the mail order departments of the big catalogue houses, we would probably now see a map showing the zone limits into which parcels may go at the cheaper rate. It is up to the retail trade to have the same information ready when the inauguration of the new system falls upon us.

Readers will remember a series of articles on this very question that appeared in Canadian Grocer last August and September when a number of methods were described for getting after this trade. Those who have that series on file would find it profitable to re-read and formulate their plans.

Special Rate for First Zone.

One important item is not yet known about Parcel Post and that is the rate. We are, however, assured that the rate for the first zone (which will include all territory within the radius of 20 miles from any post office) will be low. This was designed to restrict the work of the mail order houses. Will the retail trade take advantage of it?

Two things that will help the dealer in the smaller centres, are rural phones and rural free mail delivery. But they will only help him who uses them. That "all things come to him who waits," is not true in this case. So to utilize these two auxiliaries to the fullest, the dealer should first secure a list of all farmers in the surrounding country who have rural phones and past whose gates go His Majesty's mails. This brings the farm in easy reach of the city and the farmer can be easily tempted to try out the new system. But the merchant must assume the initiative. Doomsday will find that dealer still waiting who expects the farmer to make the first move. The mail order houses will go after every bit of trade in sight. Parcel Post is what they have been looking for. They probably anticipated originally a flat rate system instead of the 20 mile zone plan, but one may bet his last dollar that they will go after everything they can get. Every aggressive retail merchant, in whose district is rural free mail delivery and rural phones, should, right after the Christmas rush, formulate his plans and be prepared for the coming of the new system.

GROCERIES DELIVERED BY
HIS MAJESTY'S MAILS.

Mrs. Jas. Brown,
R.M.R. No. 6,
Jonesville.

Dear Madam,—

On February——, the Post Office department will inaugurate their new Parcel Post system. Any time you cannot come to town, ring us up on the phone (No. 133) and we will have your goods sent out by next mail. Please remember rural mail delivery for your route leaves Post Office each day at 11 o'clock a.m. Have your order in evening before if possible, or not later than 9.30, so we may have goods to the Post Office in plenty of time.

Goods up to 11 pounds in weight may be sent in one parcel.

Read over this list of goods and phone in whatever you want. If you could paste this list on a cardboard and hang it up by the phone it would save you time and money. Remember the phone number—133.

Ammonia Powder
Buckwheat Flour
Currants
Candy
Cocoa
Clothes Lines
Dried Peaches
Figs
Ginger
Jams
Oranges
Rolled Oats
Starch
Sago
Salt
Soap
Tea
Washing Soda
Bread
Beans
Canned Vegetables
Cream of Tartar
Coffee
Clothes Pegs
Dried Apricots
Fruit Sugar
Hand-Cleaner
Lemons
Peels
Rice
Stove Polish
Salmon
Spices
Soups
Tapioca
Washboards
Bacon
Baking Powder
Chocolate
Cocoanut
Cereals
Cheese
Dates
Flour
Herring
Molasses
Raisins
Syrups
Shoe Polish
Sardines
Sugar
Shelled Nuts
Vinegar
Wines

Please ask us about others not on list.
Yours very truly,
A. H. HARVEY.

Suggestion for circular letter to be sent out before Parcel Post actually comes into effect.

Method of Procedure.

One method of procedure is as follows:

1.—Get from local Post Office list of all rural free mail delivery routes.

2.—Secure from Post Office or from the men who have the contracts for delivering mails into the country, a list of all farmers or others on these routes. (Another

(Continued on page 33.)

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[*] This is first of a new series on how to take advantage of parcel post. Next will deal with places where there are no rural phone systems, but where rural free mail delivery is in vogue.

The CANADIAN GROCER

Established 1886.

Only Weekly Grocery Paper Published in Canada.

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John Bayne MacLean - - President

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PUBLISHED EVERY FRIDAY.

TORONTO, DECEMBER 19, 1913

MOVE OUT CHRISTMAS NOVELTIES.

WITH only four more days of Christmas trade from date of this issue, grocers have but a short time to move out those exclusive holiday lines which after the holiday will be somewhat of a "drug on the market." These goods include Christmas crackers, stockings, candles, special Christmas biscuits and confectionery, and all other Yuletide novelties.

To sell all of these goods some special attention is usually required. Liberal use of attractive and catchy display cards is to be commended, and if possible, the balance of the stock should be placed together on one table or counter. This would tend to attract a large percentage of the store buyers and would insure a good turnover in itself.

Besides a neat display and show cards, throw into the sale a little personality. Ask each customer if she has looked over the Christmas novelty stock; point out that the wants of the children can be supplied there; suggest the dainty biscuits, etc., for the afternoon callers, and see that every member of the staff concentrates on this personal selling work.

If after Christmas Eve, some remains, it should be moved out before first of the year, even if a little sacrifice has to be made.

◆

PARCEL POST POSSIBILITIES.

THE new year will soon be with us, and shortly after we are promised the inauguration of the Canadian Parcel Post system. While this is something that was originally suggested by the mail order houses, yet the live dealer who uses it at once is bound to secure considerable benefits. The large daily papers in the big cities, several of which are partly, if not altogether, controlled by the big departmental stores, boosted it along for several years. Many of these expressed their displeasure because the zone system was adopted instead of the one rate everywhere.

While this was a big fly in the ointment for them, it was the cloud with the silver lining so far as the merchant is concerned. Few are interested in drawing trade from a greater distance than twenty miles—the radius of the first zone. They have been given a distinct advantage in a promised lower rate. Why not take the fullest advantage of it?

On another page of this issue appears the first article of a new series on how to go after rural trade with the coming of Parcels Post. Several methods of getting business will be dealt with in the series and Canadian Grocer would urge those interested to file the various articles and begin at once to put the suggested ideas into practice.

◆

MARRING JACK FROST'S VISAGE.

IF Jack Frost shows his face in the citrus orchards of Southern California this winter, his hoary face and icicled beard will receive so smudgy a bath that he will be in danger of being mistaken for a chimney sweep if he succeeds in making his escape at all. The growers of oranges, lemons and grapefruit are determined not to suffer a second time a loss of $20,000,000 on this $50,000,000 industry. Under each tree in every orchard will be set a "smudge pot," several millions altogether, and on the approach of frosty weather a warning will be issued from central offices and the lighters will go forth and keep the pots burning during the night with crude oil as fuel.

A patrol system has been established covering the district from Los Angeles to Redlands and Riverside. Temperatures will be watched and recorded and the United States Weather Bureau will co-operate in sending out warnings. Squads of motorcyclists will carry messages to individual orchardists to supplement the 'phone service. Central tanks with a capacity each of hundreds of barrels have been established, and oil is drawn from these to fill up the smaller tanks in each orchard. The pot itself holds two gallons.

The theory of this operation is as follows: Experience has shown that the cold waves descend upon the orchards and are destructive where moist currents of air exist. These are freakish, sometimes destroying one section of an orchard and leaving part of the same untouched. The raising of the temperature around trees dissipates this moisture and thus avoids the frost bite. The nuisance and damaging results of air filled with the sooty, sticky smoke are considerable, but the latest appliances have reduced these to a great extent.

The bearing of these operations on the shipments to, and the prices of oranges and grapefruit in Canada is obvious. While no California lemons reach here, it was the tremendous damage by frost to U.S. crop early last year that drove up Sicilian lemons to almost unprecedented figures, so that indirectly the success of the conspiracy against Jack Frost's personal appearance will mean cheap lemons in Canada for the next eight or nine months.

EFFECT OF DECLINE IN PRODUCTION.

THE Department of Labor informs us that the cost of living is still going up. The index number of wholesale prices stood at 138.4 for November as compared with 136.8 in October and 136.6 in November, 1912. The increase is shown to be attributable to advance in farm products. Among these are "grains and fodders, cattle, beef, sheep, dairy products, eggs, and fresh vegetables.

This bears out the contention frequently advanced by Canadian Grocer—that advance in foodstuffs is confined practically to home products and not to imported stuff. One of the very few imported lines to go up recently is prunes.

If the "middleman" is the cause of the increase in foodstuffs of home production—as he is alleged to be by so many—why aren't prices of imported goods going up? These goods all pass through the hands of "middlemen." There is the producer in the foreign country, the shipper, the local broker, the wholesaler and retailer to be reckoned on in the channel of distribution. Why then are not all these imported goods such as oranges, lemons, currants, raisins, sugar, etc., forced up along with the local products?

To one who thinks, cause of any increase in living cost so far as foodstuffs are concerned is practically one. When the price of an article advances the cause can generally be found in the decline in production of that article. If it be a manufactured foodstuff, look for shortage in supply of the chief ingredients due to decline in production.

There may be one or two other things which contribute to an advance, such as the demand for increased service on the part of the consumer, but the one, great, outstanding cause will be found to be the decline in production in comparison to increase in population. If the government is going to make any serious attempt to lower the present living cost, let it concentrate its energies to getting more producers on the land and helping the producer to produce more.

EGG BOYCOTT CROSSES TO CANADA.

SINCE the Canadian Household Economic Association has spoken, the egg must come down from its high perch! At a meeting held in Toronto the other day by this organization, views on the egg were ventilated and many women expressed their determination to bring about a reduction in this article which once was almost as plentiful as the proverbial sands on the sea shore.

Some extravagant statements were undoubtedly made at this gathering. It was said, for instance, that eggs bought from farmers at 10 cents a dozen sold at 35 cents to the consumer. This is, of course, sheer misrepresentation. An isolated case may be known, but that is not the impression one gets from reading the report sent out.

The upshot of the whole thing seems to be that the women will follow the example of their Chicago cousins and boycott eggs by refusing to pay more than 35 cents a dozen for them. This evidently means "cold storage," as there is no hope of new laids coming down to that range until spring is with us once again.

These enthusiastic, if ill-guided women, have apparently not appreciated the fact that supply and demand regulate the price. If new laid eggs come in rapidly from now on, it may be that storage stock would ease off so that the women may have their usual omelette. But if cold weather should set in, stocks in cold storage would scarcely warrant a 35 cent price to the consumer in spite of the boycott.

The retailer, would undoubtedly sell more if the price were lower, but if it is a case of supply and demand, the market must take its own course.

Should the boycott result in eliminating the demand entirely, why naturally the price would decline. But in the meantime, the boycotters would have to forego the egg as a section of their diet. In that case they would be losers if they are fond of them. Let us see what happens.

TEA SCARCITY AND HIGH PRICES.

PARTICULARS of the shortages in tea supplies and consequent high prices have appeared from time to time in Canadian Grocer. In a letter received from tea shippers and merchants of Colombo, Ceylon and London, England, figures are furnished in some detail, showing the deficits in shipments to England this season which have driven the market up to the highest point in twenty-five years. The shortage to date is over 3,000,000 lbs., due to "abnormally dry weather, followed by exceedingly heavy rains that caused serious floods, and damage both to rail and roads, delaying transport," and the heavier shipments to Russia.

Medium teas of all kinds were dearer and considerably higher, and common teas, especially brokens, and in the latter "there appears very little prospect of lower prices."

The quality of high grown teas is very good, and the grade is more plentiful so that "prices have been reasonable and fine teas are showing good value."

The distribution of Ceylon tea from the first of the year until the date of the letter was 91,804,286 lbs. of black to the United Kingdom, compared with 94,153,413 in 1912, and to America 11,990,249 compared with 13,730,733 last year. Russia, however, increased from 10,953,022 to 15,323,832 lbs., and China, Japan and the Straits took 7,389,390 lbs., compared with 5,674,886 in 1912.

EDITORIAL COMMENTS.

A Merry Christmas to all our Readers.

* * *

Near the end of the tether—only four more days!

* * *

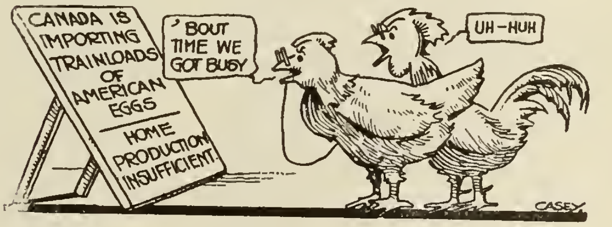
A few strong "last minute" ads in the newspaper should help to pull up the Christmas trade.

* * *

A year's subscription to the Canadian Grocer would be an acceptable gift to any enthusiastic clerk.

* * *

With eggs coming from Chicago, carload after carload, the Canadian hen is beginning to waken up.


CANADA IS IMPORTING TRAINLOADS OF AMERICAN EGGS
HOME PRODUCTION INSUFFICIENT
'BOUT TIME WE GOT BUSY
UH-HUH
CASEY

* * *

Jack Frost is liable to get a black eye if he shows his face among the California orange groves this year.

* * *

Judging from the egg production lately, the hen evidently lays an egg because it must—not because it wants to.

* * *

The weather man must have lost his calendar—Christmas almost here and the majority of Canadians choking with dust.

Importance of Heat in Canning of Food

After Cans Are Filled Strong Heat is Applied Which Thoroughly Sterilizes Contents—If No Air Gains Access Afterwards to Can the Food Will Keep Indefinitely — Lecture by Expert Chemist.

R. T. Mohan, M.Sc., chief chemist of the Dominion Canners, gave an address in Hamilton, Ont., recently, before the Hamilton Scientific Association on "Food Preservation." He explained fully the relation of bacteriology to the spoilage of foods, using lantern slides to illustrate his points. The methods of drying fruits, vegetables, soups, eggs, meats, milk, etc., and of Pasteurizing milk, fruit juices, catsup, beer, etc.

Will Keep Indefinitely.

The main part of the lecture was taken up with the sterilization of foods, typically exemplified by the modern canning industry. A complete series of slides was shown illustrating the various steps in the canning of peas, corn, tomatoes, fruits, meats and condensed milk. Emphasis was laid on the fact that the modern canning plants rely solely on heat to sterilize their products, the heat being applied after the cans are filled and sealed, and consequently as long as no air gains access to the contents the foods will keep indefinitely. The canning operations were carried on in a cleanly, scientific manner, under Government supervision. No chemicals or artificial colors are used by Canadian canners.

What Ptomaines Are.

Ptomaine poisoning was fully explained, a ptomaine being a chemical compound formed as a result of the decomposition of any food, particularly meats and fish. In this regard the speaker said:

"Some people are prejudiced against canned foods for fear of ptomaine poisoning. This leads to the question, 'What are ptomaines?' Some have an idea that they are poisons formed by the contact of the food with the tin. Such an idea is, of course, erroneous. A ptomaine is a product formed by bacteria during the putrefaction of food. We must have putrefaction to get ptomaines. They are definite chemical compounds somewhat of the same order as strychnine, cocaine, etc. It is needless to say that there is little chance of decomposition before the products are canned, especially those put up by reputable firms. I have already pointed out how all fruits, vegetables and other products are handled as rapidly as possible to preserve the natural flavors and appearance, and under these conditions it is impossible to get ptomaines before the goods are canned. During the canning the foods are completely sterilized, and hence no ptomaines could be formed. After the cans are opened the food will, in time, go bad, due to contamination from the air, the same as any food, but it is up to the consumer to guard against this by not keeping foods too long. Sometimes a can may leak and allow organisms to enter and spoil the goods. However, in this case the can will bulge out, and the odor and appearance will warn the consumer not to eat the food. It is a practice for us to follow up alleged cases of ptomaine poisoning from eating canned foods. If a patient has unaccountable pains, etc., and has recently partaken of any canned foods, these are at once blamed, but such cases invariably prove to be due to some other cause. Ptomaine poisoning, then, is liable to be caused by the eating of any decomposed food, especially meats and fish."

While the putrefaction of foods is due to micro-organisms, it was shown that many valuable products are due to the action of bacteria and yeasts, such as pickles, sauerkraut, wine, beer, vinegar, alcohol, etc.

* * *

Merchants of Port Arthur, Ont., have organized with the following officers: President, J. D. Campbell, grocer; 1st vice-president, W. A. Wright, furniture dealer; 2nd vice-president, W. H. Nelson, butcher; secretary-treasurer, A. Ferguson, grocer.

London Grocers Will Close Stores Early Every Week Night

London, Ont., Dec. 18 (Special)—The petition presented to the City Council by the Retail Grocers' Association of the city, asking the council to pass a by-law regulating that all grocery stores in the city close their respective places of business at 7 o'clock every night, including Saturdays, was given its third reading on Monday night after a lengthy debate. It goes into effect on January 2, 1914.

President Harry Ranahan addressed the council, explaining where a man had dry goods, hardware, boots and shoes in connection with his grocery store he could stay open if he so desired to sell anything but groceries as the Act as drawn up only covered groceries; but there are only a few such stores in the city. It will also work the same way as regards butcher shops in connection with grocery stores. Aldermen Richter and Glass opposed the second reading very strongly before having the opinion of the city solicitor on many points in question, one was, viz: "Is a loaf of bread groceries or confectionery?" His worship, the mayor, claimed it was groceries.

Alderman Richter also claimed it would be a handicap on the public not being able to procure their supplies on Saturday night, but Adam Palmer, on behalf of the grocers, told the council they had taken all these things into consideration, and many grocers deferred signing the petition for weeks till they gave it full consideration and in the end signed it. It was signed by more than 75 per cent. of the grocers in the city; there are 200 grocers on the assessment roll.

After the council meeting the grocers adjourned to a nearby office and held a special meeting to make arrangements for getting cards in every grocery store informing the public that on and after January 2, all grocery stores would be closed at seven o'clock every night. Committees were named to distribute the cards. The president was authorized to advertise it in the daily papers. There were about thirty members of the association at the council meeting who followed the discussion of the Aldermen with keen interest and all went home in the best of spirits.

Canned Goods Lecture With Lantern Slides

Toronto R. G. A. Arranging for Big Meeting in January—Entire Trade Invited—Election of Officers to be Held Next Meeting—Deputation to Wait on Hydro Commission—Price of Eggs Under Review.

Staff Correspondence.

Toronto, Dec. 18.—With a determination to increase their membership in 1914 and to get more members to attend the meetings, the local Retail Grocers' Association closed their 1913 sessions on Monday night last. It was "nomination" night and besides selecting names to go before the first meeting of the New Year for election, plans and methods were discussed which bid fair to bring out a larger membership. The determination apparent on the faces of those who advanced the proposition presage a year full of interesting and profitable things.

In January to begin with, the association will conduct a meeting at which an address on canned goods will be given with lantern slide illustrations. The probabilities are that an Educational Committee will be appointed at next meeting night whose duties will be to arrange for something special for each session, which no retail grocer who is a member can afford to resist.

President D. W. Clark presided with Neil Carmichael in the vice chair. The nominations for the various offices included the names of many members and more may be added at next meeting night. For the 1914 presidency the only name advanced was that of Neil Carmichael, and J. S. Bond is the only one as yet on the slate for treasurer. Competition will be keen for the other offices.

Deputation to See H. E. Commission.

S. W. Hall called attention to the method of the Hydro-Electric Co. in charging higher rates when a merchant wanted to place a light outside the store front.

"Suppose," he said, "the cost is 8 cents per kilowatt hour up to 15 kilowatts, and 3 cents for each above that; you are running up to your limit and getting a little extra light for the 3 cents. Now you want to instal some three or four lights in front of the store to brighten it up. The Hydro-Electric demand that the limit be increased to 8 cents for the first 30 kilowatt hours and 3 cents above that. This means you have to burn the 30 kilowatt hours before you get the reduced rate, which really is an increase in rates."

As these outside lights are a benefit to the street and therefore to the city, Mr. Hall did not see the fairness or the justice of the extra charge. Others concurred and on his suggestion a committee was named to see the H. E. Commission and endeavor to get a more satisfactory arrangement. This committee consists of S. W. Hall, R. Matthews, D. McLean, and Neil Carmichael.

The cold storage, particularly as regards eggs, came under review, being introduced by W. C. Miller. He thought there were certain features that should be taken up. "It is claimed," he said, "that commission men are making from $4 to $4.50 a case profit, having bought eggs last spring at 22c. and after adding shrinkage, cost of storage, etc., which brought them up to 24 or 25 cents, they are being sold at 38 cents—a profit of 13 cents a dozen. It seems to me that while we have government inspectors to look after meats, there is no one to look after eggs. If there is a movement on foot to look into this question we should be identified with it.'

Cost of High Living.

Dealing with the Cost of Living problem, J. S. Bond maintained that in the cost of high living could be found the real cause. "People are living beyond their means," he said. He maintained too, that there should be a time limit for keeping eggs in cold storage.

"The high cost of living problem is not as troublesome as it was a year ago," he added, mentioning particularly canned goods. "Many staple lines of groceries are 25 per cent. lower to-day than December last year. We should help the poor man but there are ways and means by which he could help himself more than he does. The daily papers are making too much of this question by putting it all on the middle man. I know for one that I'm not making as big a percentage of profit as I did a few years ago. Grocers are certainly not getting more than a living profit."

Dealing with the producer to consumer cry on the part of so many daily papers, Mr. Hall pointed to what a Chicago daily paper did on the passing of parcel post, to help farmer and consumer get together, and then became disgusted. After allowing the farmers a page free for advertising purposes to find buyers in the city, the paper had to withdraw its offer because the farmers boosted their prices above those of the retailer just as soon as they found the competition was being eliminated.

"It is up to this association to show the people that we are not to blame," concluded Mr. Hall.

"Supply and Demand." That is what Neil Carmichael based cost of goods upon. "Last year," he said, "the cold storage men lost much money on eggs because the supply increased above the demand. This year they did not put away so many and now there has been a scarcity. Prices naturally went up. Supply and Demand rules no matter what happens. You cannot get away from it."

Canned Goods by Lantern Slide.

The address on "Canned Goods," their preparation, use, selling points, etc., above mentioned, will be given by W. R. Drynan of Dominion Canners under the auspices of the Association in January. The executive have the matter in hand to arrange final details and an invitation will be extended to the entire trade. This address will be accompanied by lantern slides and will be a feature that every dealer in Toronto who sells canned goods should take in. Further particulars will be announced later.

Donald McLean was appointed auditor to work with S. W. Hall and Frank Johnston, who has been a trustee for some time resigned on account of not being actively engaged in the trade just now.

* * *

U.S. PACK OF CANNED GOODS.

The National Canners' Association of the United States have estimated and compared the various canned goods packs for the years 1912 and 1913 as follows:

	Cases.
Tomato pack, 1913	14,206,000
Tomato pack, 1912	14,022,000
Tomato pack, avge. 5 years	11,612,500
Corn pack, 1913	7,283,000
Corn pack, 1912	13,109,000
Corn pack, avge. 5 years	10,108,600
Pea pack, 1913	8,770,000
Pea pack, 1912	7,307,000
Pea pack, avge. 5 years	5,996,800
Salmon pack, 1912	5,991,576
Salmon pack, avge. 5 years	5,123,813

Conditions Existing in Woodenware, Brooms, Etc.

Past Year a Good One for Woodenware—One Firm Going Into Fibreware Extensively—Wooden Clothes-peg Trade Being Supplied by One Manufacturer—Profits Clipped in Paper Bags.

A good year for woodenware is reported by a number of manufacturers, one or two declaring that their production has exceeded last year's. This may be due partly, to the withdrawal of one from this particular field during the year. Even the month of December to date has witnessed good business.

The only exception that is mentioned is brooms, and there appears to be a general agreement that the "consumption" has fallen off considerably the last few months. This is ascribed to natural conditions in the country that have resulted in a tendency to curtail the purchase of brooms. This was more noticeable after the recent advances in price noted in Canadian Grocer on two occasions. The rising market broke ordinary records and did not stimulate business.

The average increase in brooms compared with last spring has been 65—75 cents per dozen retail and $1 in the case of fine brooms. Indeed the latter now are becoming very scarce and the quality of broom straw that is being offered to manufacturers is deteriorating. Common grade is being advanced to medium, and medium to fancy, and what would have passed as "culls" before, is now dignified as "common."

How Broom Corn Went Up.

A manufacturers' agent stated to Canadian Grocer that where prices ranged from $40 to $60 per ton for the broom corn last June, they are up to $160 now for average quality, and fine grades are being quoted at $220.

There is some difference of opinion as to whether the price will advance still more. One manufacturer said he felt positive it would go up after the first of the year: another said that the drop in demand would tend to prevent another increase. Both agreed that brooms would not go lower for some time.

"June or July of next year seems likely to see the first drop, if there be any. If next year's crop promises well at that time, prices may go down to avoid carrying over stock from this year.

"Brooms will not go down again until the visible supply of corn is up pretty high, and during the next few months the scarcity and poor quality may mean a further increase in the present cost."

Trade in Pails Good.

Business in pails has been keeping up well. Sales of lard pails are reported a little quiet, but candy and pickle pails are doing well. The latter has been particularly good—better than usual—as the open weather permitted the shipment of pails of pickles in ordinary cars up to the end of the first week of December. However, all three uses of pails mentioned above are in connection with close-selling businesses, so that the margin of profit for the manufacturer has, necessarily, been small, and some claimed that under conditions of overproduction they have been losing money for several years past.

Clothes Pin Production.

The situation in entirely wooden clothespins has seen an interesting development during the year just closing. A couple of firms were engaged in the manufacture of the style that have retained their popularity for, one had almost said, hundreds of years. Each had capacity for turning out a production equal to five or six times what was required. The burning of one factory a few months ago left the other in control of this particular field, although it has at least one rival in the whole field.

"In the United States," said a jobber to Canadian Grocer, "the clothespeg business is pretty well controlled by one organization, but the estimates for this year fell below actual demand by some 300,000 cases, and a Canadian company was called on to supply the deficit. The advance in prices in the States naturally was followed by one in Canada, and for the first time in years the making of clothespins is carried on at a fairly decent profit. The present wholesale price, 65 cents a case, is higher than ever before, but unless there is a slump across the line, there seems no chance of a change in Canada."

Fibreware Pails and Tubs.

One Canadian manufacturer is going extensively into the fibreware business, in pails, tubs, etc., pursuing the plain wooden article into all the fields it has long occupied. During the last six months samples have been sent out of fibreware, pails for jam, lard, mincemeat, laundry ink, fire purposes, and almost every other imaginable line. The output, of course, includes tubs of all descriptions.

Although prices of lumber are increasing steadily there is, as yet, no word of a rise in woodenware. The competition in the Canadian field is very keen; and this may prevent an "equalization of rates," as the manufacturer would say.

Some Cutting in Paper Bags.

A transition to paper bags is an easy one, as many jobbers, as well as manufacturers combine the two. Prices of bags are claimed by the latter to be too low for a fair profit. Price cutting began early last spring and there is no sign of a return to the old rates. The demand for paper bags has grown enormously among the grocers of Canada and the orders for Toronto alone are said to be millions short of being able to be filled.

GROCERS ON TOP.

Win in Delivery Horse Contest at Provincial Winter Fair.

Guelph, Ont., Dec. 18.—(Special).—One of the special contests put on at the Provincial Winter Fair held here last week was for merchants' light delivery outfits. The class was keenly contested, there being eight entries. The prizes were awarded as follows:

1st. Chas. T. Hicks—Paisley Street grocer.

2nd. Guelph Co-operative Association.

3rd. Reg. F. Scott—Hardware dealer.

4th. Barrett's Dairy Co.

The conditions were 60 per cent. for horse and 40 per cent. for wagon and harness. This was the only harness class at the fair and was on the programme for 9.45 and although it was after 11 o'clock before it was called, the big building was packed with people, waiting to see it judged, showing the interest the public is taking in the delivery outfits and surely proving to merchants that it pays to keep a good delivery outfit on the road.

UNSETTLED RAILWAY CLAIM.

Editor Canadian Grocer,—My claims against Railway Co. for this year are:

1 Mat figs.
1 Box Chocolates.
3½ gal. Turpentine.
1 small box Groceries.
1 bag Flour.

These shortages date back to February and I hold agents' endorsation. Is there no way of compelling company to settle, as repeated enquiries at this end fail? COUNTRY STOREKEEPER.

[Editorial Note.—If this dealer has met all the wishes of the railway company regarding the filling out of forms, he should take his case to the Government Railway Commission. The sitting member's assistance should be secured.]

Current News of the Week

Quebec and Maritime Provinces.

The annual meeting of the Montreal Wholesale Groceries' Guild was held last week in the Board of Trade Building there, when President Zeph. Hebert submitted a report upon the year's work. The meeting adopted the report, and then took up the business of electing officers. The following were elected:—President Hebert, re-elected; Vice-President, A. Hudon; Treasurer, J. T. Lalonde; Directors, Arthur Birks, S. Deschatelets, J. A. Chevalier. Later the president was unanimously appointed as the representative of the Guild upon the Montreal Board of Trade Council.

ZEPH. HEBERT,
Re-elected President of the Montreal Wholesale Grocers' Guild. Mr. Hebert has left on a trip to France.

Zeph Hebert, president of Hudon, Hebert & Co., Limited, Montreal, left last Sunday evening en route for France. Some of the officials of the company were present at the station, besides a few outsiders, to see him off. Mr. Hebert will spend the coming two months with his family in Paris, returning to Montreal about February 16th, 1914. Those on the platform were: Hon. Judge Robedoux and son; Dr. Rene Hebert, A. Laframboise, W. Carroll, L. Brault (vice-president), Wilfrid Archambault (acting manager), F. Basilieres, U. Ouellette (directors), and O. S. Johnston (Canadian Grocer).

T. E. Price, Sultana, Limited, Montreal, sailed on the "Celtic" about ten days ago for England, where he will combine business with pleasure. He is expected back about January 15th, 1914.

W. V. Gordon, Western agent for Magor, Son & Co., Limited, Montreal, was in latter city last week, and told the Canadian Grocer that "the West is as sound as it can be. This talk of financial depression and so forth is all bosh. Stocks in dealers' hands are small, which shows that there is some movement." Mr. Gordon makes Winnipeg his headquarters, and as he has had considerable experience in that part of the country his opinion must count for something.

Ontario.

L. Fogle, grocer, Toronto, has sold to S. Leo.

E. W. Gill, grocer, Toronto, has sold to H. S. McCabe.

H. Griffen has opened a grocery store in Brampton, Ont.

The Victoria Paper and Twine Co., Toronto, sustained a fire loss last week.

Wm. Lawlor, general merchant, Burnley, Ont. (near Cobourg) died recently.

Stanley Williams, of Sarnia, Ont., will open a branch store on Michigan Ave., Point Edward.

Frank Magor, of Magor, Sons & Co., Ltd., of Montreal, was in Toronto this week visiting the branch there.

Frank B. Elkins, general merchant, Brent Park, Port Arthur, Ont., will be an aldermanic candidate this year.

M. C. Priest has opened a grocery business in Jarvis, Ont., having leased the property vacated by Mrs. Buntin, who died recently.

C. L. Marshall, of C. L. Marshall & Co., grocery brokers, Toronto, left this week on a six months' trip to Italy and Germany.

Harold F. Ritchie, of Harold F. Ritchie & Co., manufacturers' agents, Toronto, is in the Old Country on a business trip, and will return about end of the month.

A cable was received on Monday from Gerald Larkin, son of P. C. Larkin, Toronto, from Batavia, Java. He will go back to Singapore, then proceed on his world tour to Rangoon, Burma, and India.

The Toledo Scale Co. have moved their Hamilton showrooms from James Street North to 218 Lister Chambers, opposite the City Hall. Dore Bros. will still be connected with this business although the style will be changed to The Toledo Scale Co.

The Drummers' Snack Club of Commercial Travelers will hold their annual banquet on Monday, December 29, at the Walker House, Toornto. This will be preceded by a business meeting in the Walker House Annex, beginning at 3 o'clock in the afternoon.

Sydney H. P. Mackenzie, for a number of years manager for H. P. Eckardt & Co., has returned from a business trip to Great Britain and the Continent, where he secured a number of agencies from manufacturers. Mr. Mackenzie will be welcomed back by the Street in his new capacity as broker.

Western Canada.

H. P. Friesen, general merchant, Hague, Sask., is succeeded by C. Fast.

L. H. Adams, general merchant, Waterhen, Man., has sold to F. Hetcher.

* * *

PREPARE FOR COMING OF PARCEL POST SYSTEM.

(Continued from page 27.)

method would be to get the names from the farmers' mail boxes on the roadside.)

3.—From phone book, determine how many of these have rural phones.

4.—Prepare a circular letter or hand bill to be sent to each of these farmers announcing date of inauguration of Parcel Post, what it means to them, and how they may take advantage of it.

5.—After lapse of week or ten days, all those who have not sent in an order should be called on the phone and reminded of the letter sent them. They should be judiciously told how this system was planned largely for their benefit and that you would be glad to see them take advantage of it.

A Letter Suggested.

A suggestion for the above mentioned circular letter is shown on this page. This may, of course, be varied to suit certain local conditions but the general principles should be worked into each letter that goes out. A personal typewritten letter on your own letterhead would be preferable. Those who intend taking advantage of Parcel Post should have these letters arranged just as soon as date of opening of the system is announced. Canadian Grocer will keep the trade thoroughly posted.

Val. Raisins Down; No Advance in New Coffee

New Prices of Latter Will be Unchanged—Shelled Walnuts and Almonds Advance in Quebec—Tea Continues Very Firm—Two Weeks' Holidays for Travelers — Wholesale Grocers Protest Against Cartage Arrangements.

MARKETS IN BRIEF

QUEBEC MARKETS.

PRODUCE AND PROVISIONS—

Butter and eggs continue very firm. Egg stocks sufficient until middle of January.

Turkeys in great demand. Advance 1c per lb.

Easier feeling in pork products.

FRUIT AND VEGETABLES—

Apples and cranberries decline.

Lemons and bananas down 25c. Also Almeria grapes.

California pears and pineapples on market this week.

Potatoes drop 10c.

FISH AND OYSTERS—

Cod fish very scarce in all forms.

Easing off in prices predicted owing to quantity of frozen fish in first hands.

Some dealers look for decline in oysters.

FLOUR AND CEREALS

Export business in flour dull, but small local orders keep millers busy. Better demand for mill feeds.

GENERAL GROCERIES—

Citron peel advanced 1½c. and stocks are low.

Walnuts up 2 to 3c. and almonds 1½ to 3c.

One or two dealers look for still lower sugar quotations.

ONTARIO MARKETS.

PRODUCE AND PROVISIONS—

Decline of ½ to 2c in all pork products.

Eggs stationary, with more fresh laid coming in.

Poultry situation uncertain; with heavy supplies prices will drop.

FRUIT AND VEGETABLES—

Navel oranges declined 25c to $2.75 and $3.00. or 50c below last year.

Apple prices decline by farmers bringing in large supplies.

Potatoes advance 5 cents owing to scarcity.

FISH AND OYSTERS

Lake herring scarce.

Storms damaged nets in Lake Huron. Ontario Government announces campaign against "U.S. fish trust."

FLOUR AND CEREALS—

Fair local business in small lots of flour.

Heavy shipments to U.S. of mill feeds stiffen prices.

Cereals dull. but stocks are light. Advances predicted in some quarters in oatmeal and cornmeal.

GENERAL GROCERIES—

Valencia raisins and Hallowee dates decline ½c each.

New shelled walnuts in. 34 to 35c.

India and Ceylon teas very firm.

New crop coffees will be unchanged.

H. P. Canadian beans decline 10c.

QUEBEC MARKETS.

Montreal, December 17.—The business on the local market for the past week has been brisk and repeat orders have been received for nearly all lines. Staple goods are being ordered in quantities and it is surprising the trade as these are not generally in demand until after Christmas. However, this year is an exception and the amount of business at present is ahead of the corresponding period of last year. Retailers have been ordering in small quantities lately and have not been stocking same as in former years with the result that repeat orders for quite a number of articles have been received lately. This applies particularly to seasonable lines which have been moving briskly during the past couple of weeks. Stocks are low in lines most sought for during the Christmas buying.

Collections are in the same condition as they were last week with perhaps a slight improvement out West. One merchant said to-day that all the old provinces, including Ontario, Quebec and the Maritimes, were never very much behind with the exception perhaps of a few districts in each province but as these are always cropping up every year it cannot be said that the depression has had much effect on his business, so far as collections are concerned.

SUGAR.—Some local dealers predict further decline in sugar and base their predictions on the conditions now existing in primary markets. It is generally known that raw sugar is much easier and then again some dealers claim that lowering of the United States tariff will have a good effect on price of the raw material. One local dealer in particular claims that he feels that further decline is bound to come.

Fancy sugars are still in good demand while there is the same steady demand for other grades with the same prices in effect.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 35
20 lb. bags	4 45
2 and 5-lb. cartons	4 65
Second grade, in 100 lb. bags	4 20
Extra Ground Sugars—	
Barrels	4 75
50 lb. boxes	5 05
20 lb. boxes	5 15
Powdered Sugars—	
Barrels	4 75
50 lb. boxes	4 95
25 lb. boxes	4 95
Paris Lumps—	
100 lb. boxes	5 10
50 lb. boxes	5 30
25 lb. boxes	5 40
Crystal Diamonds—	
Barrels	5 15
100 lb. boxes	5 30
50 lb. boxes	5 40
Cartons and half cartons	7 05
Crystal Dominoes, cartons	7 15
Yellow Sugars—	
No. 3	4 40
No. 2	4 40
No. 1	4 00

cwt. above bag prices.

MOLASSES AND SYRUPS.—Locally, conditions are unchanged from last week with only a fair amount of business passing with the same prices in effect. Local dealers do not look for any change in this market as there is always the same demand every year.

Barbados Molasses—	Prices for Island of Montreal. Extra Fancy.	Fancy.	Choice
Puncheons	.44	.41	.39
Barrels	.47	.44	.42
Half Barrels	.49	.46	.44

For outside territories prices range about 2 cents lower per gallon than for delivery, Island of Montreal.

Carload lots of 20 puncheons or its equivalent in barrels or half barrels, to one buyer, may be sold at "open prices." No discounts will be given.

Corn Syrups—		
Barrels, per lb., 3½c; ½ bbls., 3¾c; ¼ bbls.		0 04
Pails, 38½ lbs., $1.85; 25 lbs.		1 35
Cases, 2 lb. tins, 2 doz. in case		2 50
Cases, 5 lb. tins, 1 doz. in case		2 85
Cases, 10 lb. tins, ½ doz. in case		2 75
Cases, 20 lb. tins, ¼ doz. in case		2 70
Maple Syrups—		
Pure, per 8½ lb. tin		0.75
Pure, in 15 gal. kegs, 8c. per lb., or per gal		1.00
Maple Sugar, pure, per lb.	0 10	0 11

DRIED FRUITS.—The demand has not been satisfied for these lines yet and it is evident that Christmas supplies have been wiped by some of the retailers, as repeat orders are being received. There has been a re-adjustment of prices in citron peel as dealers claim they were a little low in proportion to the prices ruling on the primary markets. The result is that prices this week have taken a jump of a cent and a half. Stocks are rather low although there is still a good assortment left. Higher grades have been completely wiped out. From present appearances it looks as if stocks will be wiped out soon after the holiday as the demand this year has been much greater than anticipated.

EVAPORATED FRUITS.		Per lb.
Apples, 50-lb. boxes	....	0 09
Nectarines, choice	....	0 11
Peaches, choice	0 10½	0 13
Pears, choice	0 13	0 14
Apricots	0 16	0 20

DRIED FRUITS.		
Candied Peels—		
Citron	0 16½	0 17½
Lemon	....	0 10
Orange	....	0 11
Currants—		
Amalias, loose	....	0 07
Amalias, 1-lb. pkgs.	0 07½	0 08½
Filiatras, fine, loose	0 06½	0 07
Dates—		
Dromedary, package stock, per pkg.	....	0 07¼
Fards, choicest	....	0 11
Hallowee, loose	....	0 06
Hallowee, 1-lb. pkgs.	....	0 07¼
Figs—		
Finest, 6 crown, about 12 pounds	....	0 13½
Same fruit, 5 and 4 crown, 1 and 2 cents less.		
Prunes—		
40 to 50, in 25-lb. boxes, faced	0 11½	0 13
50 to 60, in 25-lb. boxes, faced	0 10½	0 11½
60 to 70, in 25-lb. boxes, faced	0 09	0 10½
70 to 80, in 25-lb. boxes, faced	....	0 09½
80 to 90, in 25-lb. boxes, faced	....	0 09
95 to 100, in 25-lb. boxes, faced	0 08	0 08½
Raisins—		
Malaga table, box of 22 lbs., according to quality	2 75	6 00
Muscatels, loose, 3 crown, lb.	....	0 08½
Sultana, loose	....	0 10
Lower grades Sultana, 1 lb. pkgs.	....	0 11
Valencia, new	0 06¼	0 07½
Seeded, fancy	....	0 10½
Seeded, choice	....	0 10

Prices quoted on all lines of fruits liable to be shaded for quantities, according to the state of the market.

DRIED VEGETABLES.— The demand is normal for this season of the year. The following prices are quoted by local dealers.

Beans—		
Hand picked, per bush.	2 40	2 50
3 lb. pickers, per bush.	2 25	2 35
Yellow, per bush.	....	2 75
Yellow eyes. per bush.	....	3 25
Lima, per lb.	....	0 08½
Peas, per bushel	2 25	2 40
Peas, Imperial green, per bush.	....	2 50
Barley, per bag	....	3 00

RICE AND TAPIOCA.—Demand is quite brisk although not out of the ordinary, in fact it could be called seasonable, with prices ruling the same as in previous weeks.

Rangoon Rice—		Per cwt.
"B," bags, 50, 100 and 250 lbs.		3 30
"B," pockets, 25 lbs.		3 40
"B," pockets 12½ lbs.		3 50
"C.C.," bags 50, 100 and 250 lbs.		3 20
"C.C.," pockets 25 lbs.		3 30
"C.C.," pockets 12½ lbs.		3 40
India bright		3 45
Lustre		3 55
Fancy Rices—		Per cwt.
Polished Patna		4 40
Pearl Patna		4 60
Imperial Glace		4 90
Sparkle		5 10
Snow, Japan		5 30
Ice drips, Japan		5 45
Crystal, Japan		5 10
Carolina head		7 10
Imported Patna—	Per	lb.
Bags, 224 lbs.	0 05½	0 05⅝
Half bags, 112 lbs.	0 05¼	0 05½
Quarter bags, 56 lbs.	0 05⅝	0 05⅝
Velvet head Carolina	0 09	0 10
Sago, brown	0 04½	0 05

NUTS.—Stocks are getting quite low under a heavy demand from local and country buyers with result that walnuts have been advanced from two to three cents. Taragona almonds have also suffered under this demand with result that they have been advanced from one and a half to three cents. Stocks are lower than they have been for years. This season has seen a heavier demand than ever before and repeat orders are being received from all quarters.

Shelled walnuts, per lb.	....	0 34
Shelled almonds, 28 lb. boxes, per lb.	0 40	0 41
Finest filberts	0 13	0 13½
Brazils	....	0 22½
Pecan	....	0 20
Almonds	0 20	0 21½
Walnuts	0 19	0 20
Peanuts	....	0 13
Peanuts (G)	....	0 09

TEAS.—Ceylons and India blacks have, in opinion of local dealers, about reached top prices; nevertheless market is firm. The demand has been good, in fact, one house claims that it has been greater than they expected.

Japans—		
Choicest	0 40	0 50
Cboice	0 35	0 40
Fine	0 30	0 35
Medium	0 25	0 30
Good common	0 18	0 25
Common	0 15	0 18
Yamashiro	0 75	1 00
Ceylon—		
Broken Orange Pekoe	0 30	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
Garden grown	0 75	1 00
India—		
Pekoe Souchongs	0 19	0 20
Ceylon Greens—		
Young Hysons	0 24	0 26
Hyson	....	0 22
Spanish No. 1	....	0 12¼
Virginia No. 1	....	0 13¼
Gunpowders	0 19	0 35
Cbina Greens—		
Pingsuey gunpowder, low grade	0 14	0 18
Pingsuey gunpowder, pea leaf	0 20	0 30
Pingsuey, gunpowder, pinhead	0 30	0 50

COFFEE.—The same steady demand that is always in this market prevails this week and not much change is looked for.

Coffee, Roasted—		
Bogotas	0 27	0 28
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 22	0 20
Santos	0 22	0 23
Chicory, per lb.	0 10	0 12

SPICES.—The demand is same as is usual with prices remaining the same. Spices are not a seasonable line and the market is not subject to mnch if any change.

	5 and 10 lb. Tins.	¼ lb. pkgs., doz.	¼lb. tins, doz.
Allspice	14—17	60—0 70	70—0 80
Cassia	22—27	72—0 90	80—0 90
Cayenne pepper	23—28	72—0 90	90—1 15
Cloves	30—35	1 08—0 95	..—1 08
Cream tartar	27—33	..—1 00	....
Curry powder	..—35	....	....
Ginger	22—27	65—0 85	75—0 95
Mace	75—1 00	....	..—2 75
Nutmegs	25—30	90—0 00	1 60—2 50
Peppers, black	18—20	67—0 75	80—0 90
Peppers, white	28—29	95—1 10	1 10—1 20
Pastry spice	20—27	65—0 95	75—1 10
Pickling spice	14—18	65—0 00	75—0 00
Turmeric	16—18	....	....

Range for pure spices according to grade. Pails or hoxes 2 cents per lb. below tins. Barrels 3 cents below tins.

Cardamom seed, per lb., in bulk	1 80	2 25
Carraway—		
Canadian, per lb.	....	0 10
Imported, per lb.	....	0 15
Carraway, per lb.	....	0 12
Cinnamon, Ceylon, per lb.	....	0 50
Mustard seed, per lb., in bulk	0 10	0 12
Celery seed, per lb., in bulk	0 30	0 35
Shredded cocoanut, in pails	0 18	0 20

ONTARIO MARKETS.

Toronto, Dec. 18.—Wholesalers of Ontario agreed this week not to send out travelers or substitutes in Ontario west of Toronto between Monday, December 22, and Monday, January 3, owing to Christmas and New Year's holidays falling in middle of week. This arrangement includes all territory west of Toronto as far as and including Windsor, and as far north as North Bay, but does not take in the city of Toronto.

Events of present week have shown that grocery trade is taking lead in opposing railways' plan to shift cartage upon their shoulders. After hearing at Ottawa on Tuesday of this week Dominion Railway Board reserved judgment on appeal of Board of Trade and Canadian Manufacturers' Association that if railways made shippers do their own cartage they should be compelled to provide proper facilities for handling ingoing and outgoing freight.

Among speakers was Harry Beckett, manager for W. H. Gillard, wholesale grocers, Hamilton, who declared that elimination of cartage system would mean $8,000 in his own business and $150,000 extra expense a year for grocery firms in Toronto, Hamilton and London alone. E. M. Trowern, secretary of Retail Merchants' Association, reminded board that 90 per cent. of persons interested were retailers. Delegation asked that hours for handling freight should be extended from 5 to 6 p.m.; a one-door system at the sheds; penalties on the railways for delays caused to shippers; a maximum of thirty minutes allowed for unloading a wagon at the sheds; good roads in the freight yards; better warehouses; a reduction in the rates equal to the amount paid by the railroads to the cartage companies, etc.

A suggestion that present arrangement be extended for six months was refused by the C.P.R., although cartage companies were willing.

Toronto wholesaler, in commenting on situation on Wednesday of this week, stated that most of wholesalers felt that whole cost of carting outgoing freight might have to be borne by shippers if new arrangement went into effect, as it would be almost impossible to bill consignee for each shipment. This now amounts to 3 cents per cwt. on most shipments, and is borne by consignee. The $150,000 referred to by Mr. Beckett is not an estimate of increased cartage rates, but presnpposes that wholesalers would have to bear not only increase, but present charge of 3 cents per cwt. (or $60 per ton) as well.

"One of troubles of present facilities that would be intolerable if we had to bear extra expense as result of it is that a carter who has goods going out, say, to Oshawa, St. Thomas and North Bay, has to leave part off at one door, North Bay's lot at another, and St. Thomas' at a third, with delays in each unloading. Railways thus force cartage men to do sorting for them, and most of unloading as well. This may be all very well as long as they pay the carters, but injustice can be seen if we were forced to bear whole expense. Railways, we insist, must provide one dump door for a load, and have sufficient force of their own truckers and sorters."

SUGAR.—Market is easy at last week's decline with demand confined practically to table consumption. Some dealers owing to present crop situation and low price of raws, would not be surprised at further decline, but others feel that price of refined has reached bottom.

Extra Granulated Sugars—	Per 100 lbs.
100 lb. bags	4 40
20 lb. bags	4 50
2 and 5 lb. cartons	4 70
Second grade granulated, in 100 lb. bags	4 25
Extra Ground Sugars—	
Barrels	4 25
50 lb. boxes	5 00
25 lb. boxes	5 20
Powdered Sugars—	
Barrels	4 60
50 lb. boxes	4 80
25 lb. boxes	5 00
Paris Lumps—	
100 lb. boxes	5 15
50 lb .boxes	5 25
25 lb. boxes	5 45
Crystal Diamonds—	
Barrels	5 20
100 lb. boxes	5 15
50 lb. boxes	5 25
Crystal Dominoes, cartons	7 20
Yellow Sugars—	
No. 3	4 25
No. 2	4 15
No. 1	4 05

Barrels granulated and yellow may be had at 5c per cwt. above bag prices.

DRIED FRUITS.—Several charges have taken place in prices this week. Hallowee dates dropped ½ cent and comadre figs increased ½ cent to 5¼. Prunes, both California's and Oregon's, are rather firmer. In list given below, all except first quotation are for California's, with Oregon's averaging ½ cent less per 25 or 50 lb. box. Valencia raisins dropped ½ cent, from 6¾ to 6¼. This was rapid reply to decline in London market from 25 to 23 shillings, in spite of fact that most of wholesalers' stocks were bought at lower prices and former rate was based on these, as it was made before advance took place.

Apples, evaporated, new, per lb.	0 09	0 09½
Apples, evaporated, old, per lb.	....	0 08
Apricots—		
Standard, 25 lb. boxes	0 15½	0 16½
Choice, 25-lb. boxes	0 18	0 18½
Fancy	0 22	0 24
Candied Peels—		
Lemon	0 10½	0 11½
Orange	0 11½	0 12
Citron	....	0 16½
Currants—		
Filiatras, per lb.	....	0 06½
Amalas, choicest, per lb.	....	0 07
Patras, per lb.	....	0 07½
Vostizzas, choice	....	0 09
Vostizzas, shade dried	0 10½	0 11
Cleaned, ¼ cent more.		
Dates—		
Fards, choicest, 12-lb. boxes	0 08½	0 09½
Fards, choicest, 60-lb. boxes	0 08	0 08½
Package dates, per bag	0 07½	0 08½
Hallowees	....	0 06
Figs—		
3 crown layers	0 10	0 11
4 crown layers	0 10½	0 11½
5 crown layers	0 11½	0 12½
6 crown layers	0 12½	0 13½
7 crown layers	0 14	0 15
Fine pulled	....	0 14
Natural figs, in bags, lb.	0 05	0 07
Comadre figs, in taps, per lb.	....	0 05¼
Prunes—		
30-40s, Oregons, new crop, 25 lbs. boxes	....	0 13
30-40s Californias, 25 lb. boxes	0 14	0 15
40-50s, 25 lb. boxes	....	0 12½
50-60s, 25 lb. boxes	....	0 11½
60-70s, 50 lb. boxes	....	0 10½
70-80s, 50 lb. boxes	....	0 09½
80-90s, 50 lb. boxes	....	0 08¼
90-100s, 50 lb. boxes	....	0 07¾
25 lb. boxes ¼c more.		
Peaches—		
Standard, 50-lb. boxes	....	0 08¼
Choice, 50-lb. boxes	....	0 09
Choice, 50-lb. boxes	....	0 08½
25 lb. boxes ¼c more.		
Raisins—		
Sultana, choice, new	0 08	0 10
Sultana, fancy, new	0 10	0 12
Valencia, new stock	0 06¼	0 08
Seeded, fancy, 1 lb. packets	....	0 10
Seeded, choice, 1 lb. packets	....	0 09½
Seeded, choice, 12 oz.	....	0 08
Seedless, 16 oz. packets	0 09¾	0 10
Seedless, 12 oz. packets	0 07¾	0 08

NUTS.—Business continues good in all kinds of nuts in spite of higher prices. Brazils, for washed stock, are firmer, selling at 23—24 cents. New shelled walnuts are in at 34 to 35 cents.

In shell—	Per lb.	
Almonds, Tarragona, new	0 17	0 18
Brazils, medium	0 21	0 22
Brazils, large, washed	0 23	0 24
Chestnuts, peck	1 75	1 90
Filberts, Sicily, new	0 12	0 13
Peanuts, green, per lb.	0 08¾	0 10½
Peanuts, roasted	0 10	0 13
Pecans	0 17	0 18
Walnuts, Bordeaux	0 13	0 13½
Walnuts, Grenoble, new	0 16	0 17
Walnuts, Marbots	0 14	0 15
Shelled—		
Almonds	0 41	0 45
Filberts	....	0 27
Peanuts	0 11	0 12
Pecans	....	0 50
Walnuts, new	0 34	0 35

Coffees.—Brazilian coffee is practically unchanged. Milds continue high and in very moderate supply, arrivals from the countries of production being small as usual at end of crop year. New crop milds, such as Bogotas, Mancaibos, Caracas, etc., will be in market early in January, and quality is said to be excellent, and prices will be about on parity with present values. No Mexican coffee is coming forward owing to disturbed conditions.

Coffee, Roasted—		
Bogotas	0 27	0 28
Gautemala	0 26	0 28
Jamaica	0 24	0 25
Java	0 32	0 35
Maricaibo	0 25	0 26
Mexican	0 27	0 28
Mocha	0 30	0 32
Rio	0 18	0 20
Santos	0 22	0 23
Chicory, per lb.	0 10	0 12

TEAS.—Cable received this week from London state Indias and Ceylons very firm, with competition very keen and all-round buying. There are no indications, importers declare, of an easier feeling for nearly a year as India tea gardens are closing for season and crop is practically all being moved and shortage is as marked as ever. Indeed firmer market is rather looked for.

DRIED VEGETABLES.—White R.p. Canadian beans declined 10 cents per bushel this week and at ruling prices any attempts to import Austrians has been warded off. Buyers in Western Ontario, it is said, have been holding out against higher ruling prices of a few weeks ago and farmers are beginning to accept lower prices in preference to holding stocks any longer. It will be some weeks before market can regain former firmness, it is thought.

Beans—	Per bushel.	
Canadian primes	....	2 00
Canadian, extra H. P.	....	2 25
Yellow eyes	3 00	3 25
Brown	....	2 50
Lima	0 07½	0 08
Peas, Canadian, per .....bus.	....	2 60
Peas, green, imported, bus.	....	2 60

SYRUPS AND MOLASSES.—Trade is quiet with prices unchanged.

Syrups—	Per case.	
2 lb. tins, 2 doz. in case	....	2 60
5 lb. tins, 1 doz. in case	....	2 85
10 lb. tins, ½ doz. in case	....	2 75
20 lb. tins, ¼ doz. in case	....	2 70
Barrels, per lb.	....	0 03½
Half barrels, lb.	....	0 03¾
Quarter barrels, lb.	....	0 04
Pails, 38½ lbs. each	....	1 85
Pails, 25 lbs. each	....	1 35
Molasses, per gallon—		
New Orleans, barrels	0 27	0 29
New Orleans, half barrels	0 29	0 31
West Indies, barrels	....	0 28
West Indies, half barrels	....	0 30
Barbados, fancy, barrels	0 45	0 47
Barbados, fancy, half barrels	0 49	0 50
Maple Syrup—Compound—		
Gallons, 6 to case	....	4 80
½ gals., 12 to case	....	5 40
¼ gals., 24 to case	4 80	5 40
Pints, 24 to case	2 70	3 00
Maple Syrup—Pure—		
5 gallon cans, 1 to case	....	1 25
Gallons, 6 to case	6 50	8 00
½ gallons, 12 to case	....	7 25
Quarts, 24 to case	7 25	8 40
Pints, 24 to case	....	4 70
Maple Sugar—		
Pure, per lb.	0 14	0 15
Maple Cream Sugar—		
24 twin bars	....	1 80
40 and 48 twin bars	....	3 60
Maple butter, lb. tins, dozen	....	1 90

RICE AND TAPIOCA.—Business is seasonably quiet with no changes in price.

Rangoon, per lb.	0 03½	0 04
Rangoon, fancy, per lb.	....	0 05
Patna, per lb.	0 05½	0 06½
Japan, per lb.	0 05½	0 06
Java, per lb.	0 06½	0 07
Carolina, per lb.	0 08	0 10
Sago—		
Brown, per lb.	0 04½	0 06
White, per lb.	....	0 05
Tapioca—		
Bullet, double goat	....	0 09½
Medium pearl	....	0 05
Seed pearl	....	0 05½
Flake	....	0 09½

SPICES.—Trade is rather dull as might be expected this time of year. No changes in prices are announced.

Spices—	Compound, per lb.	Pure, per lb.
Allspices, ground	0 10	0 13—0 15
Allspice, whole	....	0 12—0 15
Cinnamon, whole	....	0 20—0 25
Cinnamon, ground	0 17—0 18	0 20—0 25
Cinnamon, Batavia	....	0 25—0 35
Cloves, whole	....	0 25—0 30
Cloves, ground	0 18—0 23	0 28—0 30
Cream of tartar	0 18—0 21	0 27—0 30
Curry powder	....	....—0 25
Ginger, Cochin	0 12—0 15	0 18—0 21
Ginger, Jamaica, ground	0 15—0 18	0 22—0 25
Ginger, Jamaica, whole	....	0 22—0 25
Ginger, African, ground	....	....—0 16
Mace	....	0 75—1 00
Nutmegs, brown, 64s, 50c; 80s, 40c; 100s	....	....—0 35
Nutmegs, ground, bulk, 40c; 1 lb. tins	....	....—0 50
Pastry spice	....	....—0 25
Peppers, black, ground	0 10—0 14	0 17—0 20
Peppers, black, whole	....	0 18—0 20
Peppers, white, ground	0 15—0 23	0 27—0 30
Peppers, white, whole	....	0 26—0 28
Pickling spice	....	....—0 15
Tumeric	....	0 25—0 35

MANITOBA MARKETS.

Brazil Nuts—Very scarce.

Corn Syrup and Starches—Firm.

Winnipeg, Dec. 18.—Wholesalers and jobbers report holiday trade quite satisfactory, and that a fair number of sorting orders are now coming in. Whether the long continued mild weather has been wholly favorable to trade is matter of wide divergence of opinion. The grocery business is less likely to have been adversely affected than any other line.

There are no changes in prices in staple lines, but beans, dried fruits, corn syrup and some lines of nuts are expected to go higher.

Retail trade appears to be active in city, and up to average at outside points.

SUGARS.—The sugar market seems to have steadied down to where no changes are anticipated in the immediate future. There is a good consumptive demand.

Sugar, Eastern—	Per cwt. in bbls.
Extra standard granulated	4 95
Extra ground or icing	5 55
Powdered	5 35
Lumps, hard	5 85
Montreal yellow	4 55
Sugar, B.C.—	
Extra standard granulated	4 95
Yellow sugar, No. 1	4 55
Yellow sugar, No. 2	4 40
Yellow sugar, No. 3	4 30
Bar sugar	5 10
Icing sugar	5 30
Powdered sugar	5 10
H. P. lumps	5 80
Sugar packed in 100 lb. sacks 5c per 100 lbs. less.	

SYRUPS.—Wholesalers here are inclined to expect advances in corn syrups, as the raw material is dear. Demand is hardly up to average, due to mild weather delaying purely winter contract work.

Corn Syrups—		
Barrels, per 100 lbs.	....	4 25
Cases, 20-lb. tins, ¼ doz. in case	....	2 77
Cases, 10-lb. tins, ½ doz. in case	....	2 76
Cases, 5-lb. tins, ½ doz. in case	....	2 88
Cases, 2-lb. tins, 2 doz. in case	....	2 48
B. C. Cane Syrups—		
2 lb. tins, 2 doz to case, per cs.	....	2 85
5 lb. tins, 1 doz. to case, per case	....	3 20
10 lb. tins, ½ doz. to case, per case	....	3 00

(These prices prevail in Winnipeg, Calgary, Regina, Moose Jaw and Letbbridge. For Edmonton and Saskatoon they are 5c case higher.)

Molasses—	Per gal.	
Barbadoes	0 45	0 50
New Orleans	0 33	0 35
Maple Syrups—	**Per case.**	
Imperial quarts, case 2 doz.	....	5 20
Imperial ½ gals., 1 doz.	....	4 75

DRIED FRUITS.—Valencia raisins are expected to advance at any time, and prunes are firm and likely to go higher in the early part of the New Year.

Apricots—		Per lb.
Extra choice	....	0 18½
Choice	....	0 18
Standard	....	0 17
Slab	....	0 15
Currants—		
Dry clean	....	0 07½
Washed	....	0 07¾

1 lb. package	....	0 08¾
2 lb. package	....	0 17¾
Figs, Cooking—		
Choice, boxes	....	0 06¼
Half boxes	....	0 06½
Half bags	....	0 06¼
Nectarines	....	0 11
Prunes, in 25-lb. boxes—		
90 to 100	....	0 08
80 to 90	....	0 08½
70 to 80	....	0 09
60 to 70	....	0 09¾
50 to 60	....	0 10½
40 to 50	....	0 12
Raisins, Valencias—		
Fancy, off stalk, 28s, per box	....	2 20
4 crown layers, 28s, box	....	2 40
4 crown layers, 14s, box	....	1 25
4 crown layers, 7s, box	....	0 65
Raisins, Sultanas—		
California	....	0 12
Smyrnas	0 10	0 12
Raisins, Muscatels—		
3 crown, loose, 50s	....	0 07¾
3 crown, loose, 25s	....	0 08¼
Choice seeded, package	....	0 09
Extra fancy seeded, package	....	0 10

TEAS AND COFFEES.—No changes of any kind announced. The year has shown a steadily improving demand for better qualities of coffee.

		Per lb.
Coffee—		
Rio, No. 5, green	....	0 14
Rio, roasted	....	0 18
Santos, green	....	0 16
Santos, roasted	....	0 21
Chicory, per lb.	....	0 11¼
Teas—		
China, blacks, choice	0 25	0 40
India and Ceylon, choice	0 32	0 49
Japans, choice	0 35	0 45

BEANS.—Beans are firm, and almost sure to advance. Trade has been quiet for time of year, as there has been little work in wood camps so far.

Beans—		
Austrian, hand picked	....	2 65
3 lb. picker	....	2 25
Peas—		
Split peas, sack, 98 lbs.	....	3 85
Whole peas, bushel	2 75	2 65
Barley—		
Pot, per sack 98 lbs.	....	3 45
Pearl, per sack 98 lbs.	....	4 75

NUTS.—Tarragona almonds are ½c per lb. up. Brazils are crossed off the list, as supplies are now practically unobtainable.

		Per lb.
In shell—		
Almonds, Tarragona	....	0 17
Filberts, Sicily	....	0 12¾
Peanuts, Jumbos, roasted	....	0 14
Peanuts, choice, roasted	....	0 11
Pecans	....	0 22
Walnuts, Grenoble	....	0 16
Walnuts, Marbot	....	0 13½
Shelled—		
Almonds	....	0 41
Walnuts	....	0 33
Chestnuts, per lb.	0 20	0 25

SASKATCHEWAN MARKETS.

By Wire.

Regina, Dec. 18.—The weather is exceptionally mild and fine. Summer sports are in full swing—golfing, track racing, football, etc. Nearer Christmas approaches the milder the weather. Christmas trade is affected slightly. Mild weather results in crowds shopping. Retailers are busy with wholesale market quiet.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 21	0 22
Butter, creamery, per lb.	0 30	0 33
Cheese, per lb.	0 16	0 16¼
Eggs, per doz.	....	0 34
Lard, 3's, per case	....	8 55
Lard, 5's, per case	....	8 45
Lard, 10's, per case	....	8 35
Lard, 20's, each	....	2 70
Flour and Cereals—		
Cornmeal, 24s, 67½c; 29s, $1.20-$1.25; 10-10s, $2.55-$2.75; 49s, $1.35; 98s	....	2 44
Flour, 24a, $2.85-$3; 49s, $2.80-$2.95; 98s	2 75	2 90
Rolled oats, 10-8s, $2.35-$2.36; 20s, 55-56c; 40s, 99c-$1.00; 80s	2 05	2 10
Dried Fruits—		
Apricots, choice	....	0 19
Coffee, whole, roasted, Rio	....	0 19
Currants, gulf cleaned	....	0 08¼
Figs, natural 6's	0 05	0 08
Evaporated apples, per lb.	....	0 09½
Dried peaches, 25s	....	0 09
Dried peaches, choice, 25s	....	0 09¼
Prunes, 70-80, 25s	....	0 08¾
Raisins, muscatels, 50s	....	0 08¼
Raisins, muscatels, 25s	....	0 08½
Raisins, Valencias, select, 28s	2 35	2 65
Raisins, seeded, choice	0 07½	0 09¼
Green Fruits and Vegetables—		
Apples, Wash., box	2 00	2 50
Apples, B.C., box	2 25	2 50
Cranberries, bbl.	11 00	12 50
Celery, Cal., doz.	....	1 25
Grape fruit, Florida	....	6 00
Lemons, Messina	....	8 00
Lemons, California	....	10 00
Oranges, navel	3 00	3 75
Onions, Val.	4 00	4 75
Tomatoes, Cal., case	....	2 75
Nuts—		
Almonds, whole	0 17¼	0 18¼
Brazil	0 18	0 21
Filberts	....	0 14½
Walnuts	....	0 15½
General—		
Potatoes, per bushel	....	0 65
Beans, Ontario, per bushel	2 00	2 50
Beans, Hungarian, per bushel	2 45	2 65
Rice, per cwt.	4 35	4 40
Sugar, standard, gran., per cwt.	....	5 27
Sugar, yellow, per cwt.	....	4 87
Canned Goods—		
Apples, gals., case, $1.61-$1.91, doz.	....	3 82
Corn, standard, per 2 dozen	....	2 21
Peas, standard, per 2 dozen	2 00	2 05
Plums, Lombard	2 10	2 21
Peaches	....	2 91
Strawberries and raspberries	....	4 20
Tomatoes, standard, per dozen	....	2 65
Salmon, Sockeye, 4 doz. case, 1s.	7 35	7 60
Sockeye, ½s	....	9 80
Red springs, 1s.	....	6 70
Cohoes, 1's, $5.50; hump back 1's	....	3 60

NEW BRUNSWICK MARKETS.

By Wire.

St. John, N.B., Dec. 18.—Christmas business is decidedly brisk, dealers say, even better than last year. All seem satisfied, the weather helping. There is no improvement expected in collections till after New Year. Run on peels, fruits, nuts, etc., is particularly good, but all Christmas stocks are going well. Stock of nuts is none too plentiful. Sugar market is unchanged following last week's decline. Flour expected to remain same till after New Year. Poultry supplies promise well. Turkeys will be quite plentiful, and not much change in price. Dealers have ordered heavily. Other poultry lines also good. Eggs are high, and butter is firm.

Produce and Provisions—		
Bacon, breakfast, per lb.	0 20	0 22
Bacon, roll, per lb.	0 17	0 19
Beef, barrel	23 75	25 00
Pork, American clear, per bbl.	27 00	28 00
Pork, American, mess, per bbl.	....	29 00
Butter, dairy, per lb.	0 26	0 28
Butter, creamery, per lb.	0 29	0 31
Cheese, new, per lb.	0 15¼	0 15½
Eggs, in case, 35c; hennery	0 45	0 55
Lard, compound, per lb.	0 11¼	0 11¼
Lard, pure, per lb.	0 15¼	0 15½
Flour and Cereals—		
Buckwheat, W., grey, per bag	3 25	3 50
Cornmeal, gran.	....	5 50
Cornmeal, ordinary, bags	....	1 80
Flour, Manitoba, per bbl.	....	6 25
Flour, Ontario, per bbl.	....	5 25
Rolled oats, per bbl.	....	5 40
Oatmeal, standard, per bbl.	....	5 95
Fresh Fruits and Vegetables—		
Lemons, Messina, box	3 50	4 00
Potatoes, barrel	1 40	1 50
Sugar—		
Standard granulated	....	4 50
United Empire	....	4 40
Bright yellow	....	4 30
No. 1 yellow	....	4 00
Paris lumps	....	5 65
Molasses, Barbados, fancy	....	0 38
Currants, 1s, per lb.	0 08	0 08½
Raisins, California, seeded	0 09¾	0 10¼
Rice, per cwt.	3 60	3 70
Beans—	Per bushel.	
Canadian white	2 30	2 35
Yellow eye	3 50	3 55
Canned Salmon—	Per 4 doz. case	
Pinks	4 00	4 25
Cohoes	6 00	6 25
Red spring	7 35	9 00

NOVA SCOTIA MARKETS.

By Wire.

Halifax, Dec. 18.—Wholesale grocery dealers report Christmas trade heavy. Weather has helped business with coastal ports, and shipping is active. Market is now well supplied with Jamaica oranges of fair quality. There has been some improvement in receipts of butter, but price remains unchanged. Sales of eggs have been restricted owing to high price. Apples are in better demand, and excellent prices have been received for Nova Scotia fruit in London market. Potatoes are selling freely around 50 cents per bushel.

Apples—		
Gravensteins, No. 1, bbl.	....	5 00
Gravensteins, No. 2, bbl.	3 00	3 50
Beans, h.p., per bush.	....	2 50
Beans, yelloweye, bush.	3 50	3 75
Eggs, new laid, per dozen	....	0 32
Molasses, fancy Barbadoes, gal.	....	0 36
Onions, Can., per bag	....	1 85
Potatoes, P.E.I., bush., 50c; N.B. & N.S	....	0 50
Pork, American, clear, bbl.	....	27 00
Raisins, new Valencia, per lb.	....	0 07½
Sugar—		
Standard gran., cwt.	....	4 60
Bright yellow, cwt.	....	4 40

Lower Prices Than 1912

Even for a Christmas dinner we cannot get rid of the talk of prices and the cost of living.

Thanks chiefly to the soaring proclivities of eggs and fresh meats, there are few, probably, who sit down to a meal without figuring the cost; mentally and silently, be it hoped, instead of crimping digestion by an open discussion. Even in the restaurants they fling it in your face by a little printed note thrust across a section of the menu, notifying you that "owing to the increasing cost of eggs it will be necessary to add five cents to each egg order," until further notice.

But really it is not so bad when you look over the domestic economy of your Christmas dinner.

Let us put aside the soup as too difficult to compute, owing to not knowing what variety the housewife has chosen. Note these wholesale prices:—

	1913.	1912.
Turkeys, lb.	0 19—0 22	0 19—0 22
Chickens, lb.	0 14—0 16	0 12—0 15
Ducks, lb.	0 12—0 15	0 14—0 16
Geese, lb.	0 12—0 14	0 13—0 14
Cranberries, bbl.	10 00	11 00
Potatoes, New Brunswick	1 05—1 10	1 15—1 20
Canned tomatoes, 3's, case	1 00	1 37½
Eggs, fresh laid, doz.	0 50—0 55	0 50—0 55
Malaga grapes, bbl.	6 50—8 00	6 50—7 50
Raisins, Valencia, lb.	0 06¾—0 08	0 09
Currants, Filiatras, lb.	0 06½	0 07
Oranges, California, case	2 75—3 00	3 25—3 50

From the above table it will be noted that a pretty good Christmas dinner can be had more cheaply than a year ago.

CALENDARS FOR 1914

A prettily colored calendar is being sent around to the trade by Libby, McNeill & Libby, Chicago and Toronto, showing a picture of a country lassie with an American Beauty rose in her hand. A couple of reproductions of the firm's packages are given in the lower corners.

FLOUR and CEREALS

Flour Business Dull, Both Local and Export

Millers Engaged on Small Local Orders — Exports for Year Checked by September Advance in Freight Rates—Some Jobbers Look for Higher Figures in Cereals—Premiums Paid for Carload Lots of Mill Feeds.

Close of navigation and lull before opening of all-rail transportation adds to dullness of markets this week. C.P.R. has announced drop of 1 cent in all-rail charges from Port Arthur to seaboard for export, from 22½c to 21½c., lowest in many years. This to slight extent will help in serious situation for millers created by advance in ocean rates last September. In regard to this despatch from Ottawa says that official returns show that Canadian exports of flour to all countries exceeded 2,000,000 bbls. for six months ending September 30 last, of which more than half went to Great Britain. Since then, however, export trade has been hampered by increased steamship rates, so that total exports are not expected to exceed those of 1912-13.

Wheat market remains about same. While showing fluctuations of ⅛c to ½c daily, usually it returns to same level for period covering one week. Prices are 5 to 6 cents lower than one year ago. Keen interest is being taken by millers in request of some Western farmers' organizations to place wheat and flour on free list. No official announcement has come from millers generally, although a Montreal protest against this was lodged a few days ago.

MONTREAL.

FLOUR.—There has been no improvement in conditions on local market this week, prices and sales remaining same as in previous weeks. Small orders are keeping local millers quite busy, and it appears that buyers are only ordering enough to fill actual wants. There is a fair enquiry from foreign buyers, and bids for some round lots are reported; but, as these were below millers' views, no sales were reported. Receipts for week were 10,402 sacks, as compared with 7,089 for corresponding period last year. Exports from Portland and St. John, N.B., for week were 26,171 sacks, as against 7,885 for same week one year ago.

Manitoba Wheat Flour—	Small lots, in bags, per bbl.
First patents	5 40
Second patents	4 90
Strong bakers'	4 70

Flour in cotton sacks, 10 cents per barrel more.

Winter Wheat Flour—

Winter Wheat Flour—	Car lots.	Small lots.
Fancy patents	4 60	5 00
90 per cent.	4 30	4 50
Straight roller	4 10	4 30
Blended flour	4 60	4 80

CEREALS.—Feeling which now prevails on local market is very firm for rolled oats, in sympathy with higher prices ruling for raw material. However, there is no change in prices to note. Demand is very fair and steady, with buyers ordering in small quantities. Exports from St. John and Portland were 1,420 sacks and 4,200 cases, as compared with 7,885 sacks and 5,575 cases for corresponding week last year.

Cornmeal—		Per 98-lb. sack
Kiln dried	....	2 40
Softer grades	....	2 05
Rolled Oats—		90s, in jute.
Small lots	....	2 22½
25 bags or more	....	2 12½

Rolled oats in cotton sacks, 5 cents more.

Oatmeal—Fine, standard and granulated, 10 per cent. over rolled oats in 90s, in jute.

Rolled wheat—		100-lb. bbls.
Small lots	....	2 85
Hominy, per 98-lb. sack	2 40	2 75

MILL FEEDS.—Colder weather which has prevailed throughout country for past few days has stimulated demand, and all lines have increased in consumption considerably. Prices, however, remain unchanged, although demand would almost warrant advance. Reports are in circulation to effect that enquiries have been received from across frontier, but as prices bid were not up to mark in most instances, only a few sales have been reported.

Mill Feeds—		Car lots, per ton
Bran	....	21 00
Shorts	....	23 00
Middlings	....	26 00
Wheat moulee	....	27 00
Feed flour	....	34 00

TORONTO.

FLOUR.—Locally trade is confined almost entirely to filling small orders at existing quotations. There is as yet no sign of Manitoba wheat flour prices going up, as wheat itself still fluctuates with uncertain reports as to Argentine and other regulating crops. Ontario millers still report small quantities of fall wheat brought in by farmers for milling and business in this flour is dull.

Manitoba Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
First patent	5 30	5 00
Second patent	4 70	4 50
Strong bakers'	4 50	4 30

Flour in cotton sacks, 10c per bbl. more.

Winter Wheat Flour—	Small lots. per bbl.	Car lots. per bbl.
Fancy patents	4 70—4 90	4 40
90 per cent.	4 50	4 00
Straight roller	4 40	3 90
Blended flour	4 80	4 35

CEREALS.—Jobbers report business as quiet, owing chiefly to mild weather, which has lessened demand for rolled oats and other breakfast cereals. Expectations are that demands will open up briskly after beginning of New Year, as stocks in hand of jobbers and retailers are very light. There is persistent rumor that rolled oats will advance in few weeks, and that cornmeal may follow suit. Margin for millers on rolled oats, it is explained, has been very small for several years.

Barley, pearl, 98 lbs.	....	4 50
Barley, Dutch pearl, 98 lbs.	....	4 50
Barley, pot, 98 lbs.	....	3 00
Buckwheat flour, 98 lbs.	....	4 25
Buckwheat grits, 98 lbs.	....	4 50
Corn flour, 98 lbs.	....	3 00
Cornmeal, yellow, 98 lbs.	....	2 35
Graham flour, 98 lbs.	....	2 60
Hominy, granulated, 98 lbs.	....	2 90
Hominy, pearl, 98 lbs.	....	2 90
Oatmeal, standard, 98 lbs.	....	2 47
Oatmeal, granulated, 98 lbs.	....	2 47
Peas, Canadian, boiling, bush	....	2 25
Peas, Chili, boiling, per lb.	....	0 06
Peas, split, 98 lbs.	....	3 65
Rolled oats, 90 lb. bags	....	2 25
Rolled wheat, 100 lb. bbl	....	2 85
Rye flour, 98 lbs.	....	3 00
Wheatlets, 98 lbs.	....	2 95
Whole wheat flour, 98 lbs.	....	2 55

MILL FEEDS.—Business is very active in mill feeds, owing to brisk export lately of bran and shorts, one hundred cars being sent across within past ten days. Supplies are not at all plentiful, and millers report that premium is being paid for carload lots, as high as $22 for bran and $24 for shorts being paid. On other hand, millers give reduction on part car lots, on condition that buyer take balance in flour, a different kind of "premium."

Mill Feeds—	Car lots, per ton.	
Bran	21 00	22 00
Shorts	23 00	24 00
Middlings	25 00	26 00
Wheat moulee	....	27 00
Feed flour, per bag	....	1 60

WINNIPEG.

FLOUR AND CEREALS.—There is a fair domestic demand, but millers are not pushing sales. The export trade is quiet, with little hope of improvement under existing freight rates.

Flour, Manitoba Wheat—		Per bbl.
Best patents	....	5 30
Second patents	....	4 60
First clears	....	4 20
Low grade	2 90	3 10

Jute bags, 10 cents less.

Cornmeal, 98s	....	1 95
Rolled oats, 80s	....	1 80
Oatmeal, granulated, 98s	....	2 30
Wheat granules, bale, 16-60	....	3 25

OUT OF GROCERY BUSINESS BUT DECLINES TO PART WITH HIS OLD FRIEND, CANADIAN GROCER.

The MacLean Publishing Co., Ltd.,

Dear Sirs,—Find enclosed $2.00 for Canadian Grocer for another year. I have been away from groceries nearly two years, and while the paper is now little use to me, I like to see the changes in business and see what is going on among my old friends. It is a good many years now since I used to post your principal on the markets. I am pleased to see your paper is improving with age.

Wishing you a Merry Christmas.

Yours sincerely,
JAMES ADAMS,
390½ Bathurst St., Toronto.
Dec. 15, 1913.

FRUIT & VEGETABLES

Navels Drop 25 Cents; Strange Sag in Apples

Californias Getting Very Cheap—Floridas May be off Market in Fortnight—Farmers Bring in Apples, Disturbing Market—Potatoes up 5 Cents Owing to Scarcity.

MONTREAL.

GREEN FRUITS.—Several lines have been reduced in prices. Baldwins, greenings and russets (No. 1's) have been reduced 50c per barrel, MacKintosh Reds have been reduced 25c per box, while No. 1 spies are also down 50c. Bananas have been reduced 25c, as have also lemons. Almeria grapes, extra fancy heavyweights, have been reduced 50c, while grapefruit are now ranging from $4.25 to $4.50. Pears, California Nellis, are now listed, and are quoted at $4 per box, while $2.25 is being asked for a half box. Florida pineapples have also been received, and are quoted from $3.75 to $4.50, according to size. Cranberries are also showing a slight decrease, and are down to $8.50 again. Only a fair amount of business is passing at time of writing, but local dealers anticipate quite a rush end of week.

Apples—		
Baldwins, Greenings and Russets, No. 1's	....	5 00
Baldwins, Greenings and Russets, No. 2's	....	4 25
Spies, Greenings, etc., No. 3's	....	2 75
Mackintosh Reds	7 00	8 00
In boxes	....	2 75
Mackintosh, No. 2	....	6 00
King	....	5 00
No. 2s, all grades, 75-$1 less than No. 1s.		
Fameuse, bbl.	7 00	8 00
Spies, No. 1	....	6 00
Spies, No. 2	....	4 60
Bananas, crate	2 00	2 25
Cranberries, bbl.	....	8 50
Cranberries, box	....	3 00
Almeria grapes—		
Extra fancy heavyweights	....	6 50
Fancy, heavyweights	....	6 00
Medium quality, for immediate use...	....	5 50
California grapes, per keg	....	4 50
Grapes, Emperor, 4 bkt. crate	....	3 00
Grapefruit, Jamaica, case	4 25	4 50
Lemons—		
Extra fancy, 300 size	....	4 50
Fancy, 300 size	....	4 00
Oranges—		
Valencias—		
420 size	....	4 25
714 size	....	5 50
Floridas, 150-176-200	....	3 50
Mexicans, 126-150-176-200-216-250	....	2 50
California navels, 126-150-176-200-216-250..	....	3 50
Pears—		
California Nellis, box	....	4 00
California Nellis, half box	....	2 25
Pineapples—		
24 size	....	4 50
30 size	....	4 00
36 size	....	3 75

VEGETABLES.—Locally business is quiet, and orders being received are simply to fill actual wants. The market is featureless, the only change in price being reduction of 10 cents in potatoes, they now ranging from 90 cents to $1. California celery has also fluctuated to some extent, and different prices are being quoted everywhere. The range, however, is from $5.75 to $6.50 per case. Sweet potatoes are quoted at $1.25 per basket. Last week they were ranging from $1.25 to $1.50.

Cabbage, per doz.	0 35	0 50
California celery, crate	5 75	6 50
Cucumbers, Boston, doz.	1 75	2 25
Egg plant, orate, 2 doz.	....	5 00
Garlic, per lb.	....	0 10
Onions—		
Spanish, per case	....	3 00
Spanish, half case	....	1 75
Red Danvers, 75-lb. bag	....	2 50
Peppers, green, 11-qt. bkt.	....	1 00
Peppers, red, 11-qt. bkt.	....	1 50
Potatoes—		
Green Mountains and Quebecs, bag..	0 90	1 00
Potatoes, sweet, per bbl.	....	4 25
Potatoes, sweet, Jersey, hpr.	....	1 25
Turnips, Quebec, bag	....	1 00
Tomatoes, hothouse, per lb.	....	0 20
California wax beans, crate	....	6 50
California string beans, crate	....	7 00
Brussels sprouts, quart	0 25	0 30

TORONTO.

GREEN FRUITS.—Satisfaction with California navels grows with each shipment, and brisk business is being done on all sides for Christmas. Generous supply brought down prices again this week about 25 cents so that regular stock sold for $3.00 per case for the larger sizes and $2.75 for smaller. First shipments of Southern California navels brought $3.25. Floridas were little behind Californias, some quoting 25 cents less, others making them the same. Talks with wholesalers and retailers show great risk run by Californias in leaving market to Floridas early this year (owing to frost). Many people, merchants say, got a taste for the seed oranges from Florida that causes demand for them this season in spite of excellent condition of navels. Most wholesalers say, however, that in face of competition Floridas will not be shipped after end of year, where last year they lingered until spring. Mexicans are down 10 to 15 cents, but will soon disappear.

Apple market has taken on rather uncertain situation that is causing buyers some anxiety. Temporarily at least prices have sagged so much that bottom is practically out of market. Trade has been fairly quiet all fall owing to high prices and poorer demand for export. Last few days farmers have begun to drive in with stocks, and are visiting retail stores, just as in summer they come in with tomatoes and swept away market from commission men. With retailers supplied in this way wholesalers report they are taking what they can get, $2, $2.50 or $3.00. Of course most are holding hand picked spies and the rest of their choice stocks for winter, but even so they say they are not sure whether market will regain former strength even after New Year. Another element causing uneasiness among early buyers is fact that open fall allowed farmers to pick all their stock that supply is turning out heavier than was expected. Of course most of goods now being brought in are not as choice as hand-picked $5 stocks, but many are content to handle them for immediate turnovers.

Lemons continue coming in plentifully and there are no signs yet of a duplication of last winter's advances.

Spies, hand picked, barrel	4 00	5 00
Other varieties, winter apples, No. 1s...	2 50	3 00
Other varieties, winter apples, No. 2s...	2 00	2 50
IMPORTED.		
Apples, Jonathans, case, fancy, $2.50; extra	....	2 75
Bananas, per bunch	1 65	1 90
Cranberriez, long keepers, box $3.75, bbl.	9 75	10 60
Grapefruit, Jamaica, case	4 00	4 25
Grapefruit. Florida, case	4 50	5 25
Grapes, Almerias	6 50	8 00
Grapes, hot house, lb.	....	/5
Oranges—		
California navels, 126's-216's	3 00	3 25
California navels, 216's-250's	....	2 75
Floridas, 126's-200's	....	3 00
Floridas, 200's-216's-250's	....	2 75
Mexicans	2 25	2 10
Limes, box of 100	0 75	1 00
Lemons, Messina, 300's, new	3 75	4 00
Pineapples, Floridas	3 50	4 00
Pomegranates, doz.	....	0 40

VEGETABLES.—Rather contrary to usual experiences several lines of vegetables made advances this week. Potatoes which had fallen off last week, became firmer and are up about 5 cents. This, a jobber explained as due to small shipments being made through fear of a decline. Kiln dried sweet potatoes are in and selling at $1.50 a hamper. Beets and carrots are firmer and selling up to $1.00.

Beets, Canadian, per bag	....	1 00
Brussels sprouts, quart	....	0 20
Cabbage, case	1 25	1 60
Carrots, Canadian, bag	0 85	1 00
Cauliflower, dozen, large	1 50	1 75
Celery, domestic, doz.	0 30	0 60
Squash, bbl.	....	1 [illegible]
Parsnips	....	1 00
Potatoes, New Brunswick, per bag	1 05	1 10
Sweet potatoes, kiln dried, hamper	....	1 50
Mushrooms, per lb.	....	0 75
Onions—		
Spanish, crate	....	3 00
Large cooking, bag	....	2 00
Tomatoes, hothouse, lb.	....	0 25
Turnips, bag	0 50	0 60

WINNIPEG.

FRESH FRUITS.—Navel oranges and both Messina and California lemons are easier in price. Apples are stiffer for best lines. There is fairly good demand, which is expected to improve from now to end of the year.

Florida grape fruit, case	5 00	6 00
Apples, box	2 50	3 25
Apples, Ontario, bbl.	6 00	6 50
Cranberries, Cape Cod, bbl.	....	10 60
Potatoes—		
Farmers' loads, per bushel	....	0 65
Car lots	....	0 60
Malaga grapes, kegs	6 50	8 50
Cocoanuts, dozen	....	1 25
Washington pears, crate	....	3 25
Bananas, per bunch	2 50	3 50
Californian lemons, crate	....	9 00
Messina lemons	6 50	7 00
Evaporated cranberries	....	3 50
Imported honey, box	....	5 50
Valencia onions, 140-lb. crate	....	3 75
Navel oranges, case	3 25	3 75
Japanese oranges, case	0 70	0 85

PRODUCE·&·PROVISIONS

Drop in Hog Products; Poultry Market a Puzzle

Hams, Bacon, etc., Drop 1-2 Cents in Toronto, While Montreal is Easier—Produce Men Expect Drop in Poultry, but Are Uncertain as to Supply—Advance in Eggs Permanently Checked?

Once again it is a pleasant duty to report that eggs have not advanced, a condition that even fortunate holders of storage stock admit is in best interests of egg business. For two weeks this negative news has been recorded and in spite of organization in Toronto this week of boycott by Economic Association in demand for 30-cent eggs, any decline will depend on weather conditions and supply of new laid eggs. Latter are coming in more freely but according to estimate given Canadian Grocer do not exceed 7 or 8 per cent. of present consumption. They have served, however, to ease existing stringency and imports from Chicago have fallen off slightly. Prices at middle of present week were firm there at 27 cents, exactly same as one week ago. Few eggs have been brought over border to Montreal yet as storage stocks there turn out to be heavier than in Toronto and demand with continuance of high prices seems to have fallen off. Supplies there now are estimated to be good for middle of January.

Pork products, with lower price of hogs and falling off in demand, have declined this week in Toronto. Montreal prices have been below former in several lines for some weeks.

Future course of poultry prices is an enigma: all depending on quantities that are held throughout the two provinces.

MONTREAL.

PROVISIONS.—Cable advices received from London, on Saturday last, are to effect that market for Canadian bacon and hams has ruled weaker, and prices, as compared with two weeks ago, show decline of 1s. in the former and 2s. to 4s. for the latter. Locally, the tone of market is steady. Prices remain same as last week. Demand for lard has fallen off slightly but prices still hold up. Hogs have shown a slight increase over last week's quotation.

		Per lb.
Hams—		
Light, per lb.	....	0 19
Medium, per lb.	....	0 18½
Large, per lb.	0 18	0 18
Backs—		
Plain, bone in	....	0 23½
Boneless	....	0 26
Peameal	....	0 26
Bacon—		
Breakfast	0 20	0 21
Roll	....	0 17
Shoulders, bone in	....	0 16
Shoulders, boneless	....	0 16½
Cooked Meats—		
Hams, boiled, per lb.	0 28	0 28½
Hams, roast, per lb.	29	0 30
Shoulders, boiled	....	0 26
Shoulders, roasted	....	0 27

Dry Salt Meats—		
Long clear bacon, 50-70 lbs.	....	0 15½
Long clear bacon, 80-100 lbs.	....	0 14½
Flanks, bone in, not smoked	....	0 15½
Barrelled Pork—		Per bbl.
Heavy short cut mess	....	30 00
Heavy short cut clear	....	30 00
Clear fat pork	....	28 00
Clear pork	....	26 50
Lard, Pure—		Per lb.
Tierces, 375 lbs. net	....	0 14½
Tubs, 50 lbs. net	....	0 14¾
Boxes, 50 lbs. net	....	0 14¾
Pails, wood, 20 lbs. net	....	0 15
Pails, tin, 20 lbs. gross	....	0 15
Cases, 10-lb. tins, 60 in case	....	0 15½
Cases, 3 and 5-lb. tins, 60 in case	....	0 15½
Bricks, 1 lb., each	....	0 16
Lard, Compound—		
Tierces, 375 lbs., net	....	0 10¾
Tubs, 50 lbs. net	....	0 11
Boxes, 50 lbs. net	....	0 11
Pails, wood, 20 lbs. net	....	0 11¼
Pails, tin, 20 lbs. gross	....	0 11¼
Cases, 10-lb. tins, 60 in case	....	0 12
Cases, 3 and 5-lb. tins, 60 in case	....	0 12
Bricks, 1 lb. each	....	0 12½
Hogs—		Per cwt.
Live, f.o.b.	9 10	9 15
Live, fed and watered	9 25	9 35
Dressed, abattoir killed	....	13 75
Dressed, country	....	12 50

BUTTER.—Conditions are still quiet on local market and a firm undertone is in evidence. Business has been confined to the local trade with a few outside orders being filled, including a car for Toronto. The New Zealand butter reported last week as being on its way to Vancouver is said to cost 30½c laid down there. Local prices remain unchanged with a steady demand from small buyers.

		Per lb.
Butter—		
Creamery prints, fresh	....	0 31½
Creamery solids	....	0 30
Dairy, prints or solids	....	0 25
Separator, prints or solids	0 24½	0 25½

EGGS.—A report from Chicago, received by a local firm, is to the effect that that market is firmer with prices up one cent. on Monday. Local conditions are much the same as last week. The market is steady with firm undertone. Prices have not shown any change for some time and are still ranging from 55 to 60 cents for new laids. The supplies of storage on hand are sufficient to last until middle of January. If, at that time, the new production is not large enough to fill the wants, we will have to look to the American centres for supplies. Although the new production has started, there are few eggs coming at the present time and if we get some good cold weather these few will stop. If the weather keeps mild the production, of course, will increase . Local dealers do not look for much change in this market for some time.

		Per dozen.
Eggs, case lots—		
New laids	0 55	0 60
Selects	....	0 38
No. 1's	....	0 34
No. 2's	....	0 28
Splits	....	0 25

CHEESE.—This market is steady with firm undertone. It is stated that there has been considerable delay in shipments, from New Zealand to London markets, with result that demand for Canadian cheese has increased considerably there. Locally, demand is considered good with prices remaining firm.

Cheese, White or Colored—	New.	Old.
Large	0 14	0 16
Strong	....	0 16—0 17
Twins	0 14½	0 15
20 lb. new	0 15—0 15½	....
Stilton	.. .	0 17

POULTRY.—Christmas demand for turkeys has started already and has resulted in an increase in price. Last week's quotations ranged from 20 to 24 cents, but the latter figure is as low as dealers will go to-day. Some local dealers think that highest price for turkey until after Christmas will be 25c and that after the demand has been satisfied for that period, prices will fall away again. Demand for all kinds of poultry is active. However, the only other change noted for the week is in dressed geese which are up one cent.

Fresh stock—	Live.	Dressed.
Broilers, per lb.	0 22—0 24	....
Broilers, per pair	......	1 25
Ducks, milk fed	0 16—0 18	0 22—0 24
Ducks	0 13—0 15	0 14—0 17
Fowl	0 11—0 12	0 17—0 18
Geese	0 10—0 12	0 13—0 14
Turkeys, spring	0 15	0 20—0 24
Turkeys, old Tom	0 15—0 16	0 18

HONEY.—The amount of business passing is small and prices remain unchanged.

Honey—	White Clover per lb.	Buckwheat per lb.
Barrels	0 12	0 09
Tins, 60 lbs.	0 12¼	0 09½
Tins, 30 lbs.	0 12½	0 09¾
Comb, 13-14 oz. section	0 20	0 15—0 16
Tins, 5 and 10 lbs.	0 13	0 10

TORONTO.

PROVISIONS.—Biggest and most widespread reductions this year went into effect since last week, extending from half a cent to 1½ cents.. These included hams, backs, bacon, dry salt meats, cooked meats and barreled pork. Reason for drop is continued low prices for hogs which although fluctuating week by week have kept to lower levels for one month past. Trade also is very quiet at present and something was needed to enliven it. Boiled hams particularly have declined during last three or four weeks, three cents, from 30 to 27. Pure lard keeps to higher quotation reached three weeks ago owing to small stocks but unless hogs take unexpected upward movement it is regarded as due for decline soon as well. Reductions were as follows: Light hams, 1½ cents; medium, 1 cent; large, ½ cent; Backs—

plain, boneless and pea meal, one cent each; Bacon—½ cent; dry salt meats, ½ cent; boiled hams, 1½ to 2; roast hams, 1 to 2 cents; shoulders, boiled and roast, 1 cent; barreled pork $1 per cwt.

Hogs advanced early this week from $7.90 to $8.15 and $8.25 f.o.b. This is 50—60 cents above last year's quotation which was $8.65.

Hams—		
Light, per lb.	....	0 18½
Medium, per lb.	....	0 18
Large, per lb.	0 17½	0 18
Backs—		
Backs, per lb.	....	0 22
Boneless, per lb.	....	0 24
Pea meal, per lb.	....	0 24
Bacon—		
Breakfast, per lb.	....	0 19
Roll, per lb.	....	0 15½
Shoulders, per lb.	....	0 14½
Pickled meats—1c less than smoked.		
Dry Salt Meats—		
Long clear bacon, light	....	0 15
Long clear bacon, heavy	....	0 14½
Cooked Meats—		
Hams, boiled, per lb.	....	0 27
Hams, roast, per lb.	....	0 28
Shoulders, boiled, per lb.	....	0 21
Shoulders, roast, per lb.	....	0 22
Barrelled Pork—		
Heavy mess pork, per bbl.	23 00	25 00
Short cut, per bbl.	27 50	28 00
Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 14¼
Tubs, 60 lbs., per lb.	....	0 14½
Pails, 20 lbs., per lb.	....	0 14¾
Tins, 3 and 5 lbs., per lb.	....	0 15½
Bricks, 1 lb., per lb.	....	0 15¾
Lard, Compound—		
Tierces, 400 lbs., per lb.	0 10	0 10½
Tubs, 60 lbs., per lb.	0 10½	0 10¾
Pails, 20 lbs., per lb.	0 10¾	0 11
Hogs—		
F.O.B., live, per cwt.	8 15	8 25
Live, fed and watered, per cwt.	8 30	8 60
Dressed, per cwt.	11 50	11 75

BUTTER.—Market is steady this week and any seasonable advance is checked by open weather which keeps supplies coming in fairly well. Stocks of storage are well maintained, and Montreal was able to supply one car as Western demand was very light in contrast to one year ago. Prices are about same as last year at this time.

Butter—		
Creamery prints, fresh made	0 31	0 33
Creamery prints, storage	0 28	0 29
Creamery solids, storage	0 26	0 27
Dairy prints, choice	0 23	0 25
Dairy solids	0 20	0 22
Separator prints	0 26	0 29

EGGS.—Interesting turn was given local situation this week by decision of one women's organization to institute boycott with idea of forcing eggs down to 30 cents per dozen. All sorts of exaggerated stories are being circulated as to profits of men who are holding few stocks that are still on hand. Situation is improving, however, as regards fresh laid as pullets have been doing nobly and as older hens stopped laying earlier to moult, it is respectfully hoped by wholesale men that they will keep careful track of calendar and start business one month earlier in New Year, say middle of January. Demand, it would appear, had fallen off slightly owing to continued high prices, but market is fairly firm at last week's figures, except that couple of storage firms are quoting storage stocks at 1 cent less, 33 for "straights," and 36 for "selects." Advices from Chicago state that stocks there are held by strongest storage men, and couple of speculators who have lots of money and no intention of starting slaughter sales. Importation of fresh laids is expected in Toronto very soon, as they can be secured for 40 cents, case count, or about 48 cents laid down for candled stock of fresh laids. In any case, unless severe winter weather sets in before first of year, situation seems now well in hand. On retail farmers' market 65 cents was highest for first half of week, compared with 75 cents 10 days ago.

Eggs, case lots—	Per dozen.	
Strictly new laid, in cartons	0 50	0 55
Storage, selects	0 36	0 37
Storage, No. 1 stock	....	0 34
No. 2's	....	0 28
Splits	0 27	0 28

CHEESE.—Trade is quiet with prices keeping firm and slight advance would not be surprise owing to good export demand.

Cheese—		
Old, large	....	0 15¼
Old, twins	....	0 15½
New, large	....	0 14¾
New, twins	....	0 15

HONEY.—No changes in market have been registered this week except slight advance in 5-lb. tins owing to scarcity. Fair business is expected at beginning of year.

Clover, bbls., per lb.	0 09½	0 10
60, 30-lb. tins, per lb.	....	0 10
10, 5-lb. tins, per lb.	0 11	0 12
Buckwheat, bbls.	0 06½	0 07
Buckwheat, tins	0 07	0 07½
Comb	2 40	2 75

POULTRY.—Buyers confess they are puzzled just how to figure out market for last two days of this week and three days preceding Christmas. Supplies, particularly of turkeys, are not coming in as freely as anticipated. Some feel this is due to farmers holding off for end of week in effort to catch higher prices. If so, buyers argue, they will defeat own purpose, as market is likely to be glutted. On other hand, many farmers report that stocks in their neighborhood have been pretty well cleaned out, and claim that this is condition generally. If so, expected glut would not materialize and market would be firmer early in week. Most buyers, however, insist that prices will be easier in couple of days, so that retailers may yet get good supply of turkeys at 19—20 cents. Demand for chickens owing to high prices has fallen off a little and quotations are rather easier. Geese and ducks are firm as supplies are small.

Reports from Chicago make it clear that exports from Canada for Christmas will not be heavy at present prices. Quotations for select stocks in barrel lots are 22½ cents for turkeys, only shade above Canadian prices; indeed practically same for choice lots.

Fresh Stock—	Live.	Dressed.
Broilers, spring	0 13	0 14—0 16
Ducks, spring	0 11—0 12	0 12—0 15
Fowl	0 10—0 11	0 12—0 13
Chickens, lb.	0 12—0 13	0 13—0 17
Geese	0 10—0 12	0 12—0 14
Turkeys, spring	0 15	0 19—0 20
Turkeys, old Tom	0 14	0 16—0 18

WINNIPEG.

PRODUCE AND PROVISIONS.—Hams and bacon are easier in price in sympathy with decline in hogs. Eggs, butter and lard are steady. Continued mild weather is favorable to milk and cream production, and under present conditions butter will hardly go higher.

Cured Meats—		
Hams, per lb.	0 15½	0 20
Shoulders, per lb.	....	0 14
Bacon, per lb.	0 19	0 21½
Long clear, D.S., per lb.	....	0 13
Mess pork, bbl.	....	27 00
Lard—		
Tierces, per lb.	....	0 13
50 lb. tubs	....	6 57
20 lb. pails	....	2 78
3 lb. tins, cases	....	8 40
5 lb. tins, cases	....	8 32
Butter—		
Creamery, per lb.	0 30	0 33
Dairy, per lb.	0 24	0 26
Cheese—		
Ontario, large, per lb.	....	0 15½
Ontario, twins, per lb.	....	0 15¾
Eggs—		
Good eggs	....	0 30
Fresh gathered	0 35	0 40

TWENTY YEARS AGO IN THE GROCERY TRADE

Following items are from Canadian Grocer of Dec. 22, 1893:—

"Fresh eggs are selling in Vancouver at $1 per dozen. Dealers claim that the Calgary eggs sold in large quantities there taste of the sage brush the hens feed upon. In spite of the price of eggs, very few engage in chicken business."

Editorial Note.—And still they tell us the cost of living is going up!

* * *

"The Montreal Wholesale Grocers' Guild at the annual meeting held last Friday in the Board rooms in that city, elected the following officers: — President, Geo. Childs, Sr. (re-elected); treasurer, W. W. Lockerby; Directors, C. C. Chaput, H.H. F. Hughes and W. Kinlock; Committee of Arbitration, H. Laporte, G. E. Forbes, J. E. Quintal, F. Birks and D. C. Brosseau."

Editorial Note. — By one of those peculiar coincidences, this week's issue contains the officers elected for 1914.

* * *

"William Turnbull has been with Edward Adams & Co., London, Ont. for ten years. His trip lies along the M.C.R. and Air Line, taking in such towns as St. Thomas, Essex, Amherstburg, Aylmer, Tilsonburg, Simcoe, etc., where he is well and favorably known by all his numerous customers. His home is in St. Thomas."

Editorial Note.—This item is from an article in the issue of 20 years ago, about the travellers of Edward Adams & Co., showing a picture of them at that time. Wm. Turnbull above mentioned is still with the firm, and at the London grocers' banquet recently replied to the toast to the travelers. The "Air" line stated in the item must have meant "Ayr" as in those days we did not know very much about the winged machines that now navigate the atmosphere.

FISH AND OYSTERS

Does Fish Trust or Demand Control Lakes?

Lake Prices and Scarcity Draw Government's Attention—Storm Damages Nets on Lake Huron—Montreal Expects Decline in Bulk Oysters—Lobster Season Opens.

MONTREAL.

FISH.—Distribution of frozen fish has been accelerated a little by change in weather, but still lots of orders have been cancelled, and some are still held in first hands pending better weather conditions. Advices from coast regarding stocks held there are disappointing, in this way that the movement toward the East has not been as large as expected. It is evident that if weather conditions do not improve soon prices will ease off, to what extent it is impossible to predict just now. In Eastern frozen fish supplies seem to be pretty well distributed, and prices for haddock, codfish and herrings are held at the same level, but with proper conditions on fishing grounds no doubt it would not take long to produce fully for all the market requirement, as after this week a reaction in the consumption of Eastern frozen fish is expected. Pickled herrings have been exported in large quantities up till now, which has shortened the stocks somewhat with the holders, and as a consequence prices have a tendency to stiffen up; but as the Newfoundland fishing is in operation now and prospects are favorable, it is expected this state of things will not last long.

In anticipation of the Christmas and New Year's trade, oysters, clams and all kinds of shell fish, crustaceans, mussels and so forth, are in good demand. The price of bulk oysters, which every year at this time is always expected to advance, will not do so on account of an exceptionally large crop of shell oysters, coupled with the facilities to operate on the grounds and in the shucking houses. The demand also for native shell oysters is better than it is generally at this time of year.

Fresh Fish—		
Bluefish, per lb.	....	0 18
Carp, 100 lb. boxes, per lb.	0 10	0 10
Cod, market, 250 lb. cases, per lb.	....	0 06
Doree, 100 and 150 lb. cases, per lb.	0 11	0 12
Flounders, per lb.	0 06	0 07
Frogs legs, large, per lb.	....	0 50
Frogs legs, small, per lb.	....	0 25
Haddock, per lb.	0 06	0 07
Herring, per 100 fish, large	....	3 00
Mackerel, lb.	....	0 15
Perch, dressed, per lb.	....	0 09
Pike, dressed, per lb.	0 07	0 08
Salmon, B.C., per lb.	0 18	0 20
Salmon, Gaspe, per lb.	0 18	0 20
Steak, cod, per lb.	....	0 07
Smelts, per lb.	....	0 12
Sword fish, per lb.	0 09	0 10
Turtles, small, per lb.	....	0 15
Whitefish, per lb.	....	0 12
Shell Fish, Fresh—		
Clams, per barrel	....	8 00
Lobsters, live, per lb.	....	0 25
Lobsters, boiled, per lb.	....	0 28
Oysters, bulk, standards, per gal, $1.40, Selects	....	1 70
Oysters, solid meat, standards, per gal., $1.70; selects	....	1 90
Oysters, Cape Cod, shell	....	9 00
Oysters, Malpeques, shell	9 00	10 00
Periwinkles, per bushel	....	2 50
Prawns, per gal.	....	2 00
Scallops, per gal.	....	3 00
Shrimps, per gal.	....	2 00
Frozen Fish—		
Haddock, per lb.	0 04½	0 05
Halibut, per lb.	0 09	0 10
Herring, per 100 fish	1 60	1 70
Pike, per lb.	0 07	0 08
Smelts, fancy, per lb.	0 12	0 13
Trout	0 11	0 12
Smelts, No. 1, per lb.	0 08	0 09
Salmon, fancy, Spring, per lb.	0 14	0 15
Salmon, Gaspe, per lb.	0 15	0 16
Salmon, Qualla, per lb.	0 07¼	0 08
Whitefish, per lb.	0 11	0 12
Prepared Fish—		
Boneless fish, 20 lb. boxes	0 06	0 07
Cod, boneless, 20 lb. boxes, 2 lb. blocks	0 07	0 08
Cod, pure, 3 lb. box, per lb.	....	0 15
Cod, boneless strip, 30 lb. box, lb.	....	0 10
Cod, shredded, box of 2 doz.	....	1 80
Cod, skinless, per 100 lb. box	6 50	7 00
Cod, dried, per 100 lb. bundle	....	7 00
Pollock, dried, per 100 lb. bundle	....	6 50
Salted and Pickled Stock—		
Cod, green, ordinary, per 200-lb. bbl.	....	9 00
Cod, green, white napes, per 200-lb. bbl	9 50	10 00
Haddock, No. 1 green, per 200 lbs.	....	8 50
Herring, Gaspe, No. 1, ½ bbls., $2.75; bbls.		5 00
Herring, N. S. per ½ bbl.	....	3 00
Herring, N.S., per bbl.	....	5 75
Herring, Holland, per keg, 75c; per ½ bbl., $5.50 to $6.50; per bbl.	9 00	10 00
Herring, Labrador, ½ bbl., $3.25, bbl.	....	5 75
Herring, Scotch, keg of 12 lbs. net, $1.25 to $1.35; ½ bbl.	7 50	8 00
Mackerel, No. 1, 20 lb. kits, $1.75, ½ bbl., $7.00; bbl.	....	12 00
Salmon, Labrador, ½ bbl., $8.00 to $9.00, bbl.	14 00	15 00
Trout, lake, kegs	....	7 00
Smoked Fish—		
Haddies	0 07½	0 08
Fillets of haddie	0 10	0 11

TORONTO.

FISH.—An importance beyond their market relations was attached to fish this past week owing to declaration of Provincial Secretary that U.S. fish trust had ventured to dictate to government institutions just how much fresh lake fish they should consume, one carload instead of three that are required, and Hon. Mr. Hanna intimated that government would do its own fishing. This has been taken in several quarters to mean that fish industry in Ontario waters would be run as public utility. One or two local wholesalers in explaining higher price recently of lake herring said they thought this was due solely to export of fish to Buffalo and New York in response to tariff changes.

Business is steady but still awaits more extreme weather. Lake herring are scarce but most other lines arriving freely. Frozen eels are in and quoted at 11 cents per lb.

A despatch from London, Ont., states that in recent storm on Lake Huron seventy per cent. of the nets were destroyed or damaged and as it will be months before they can be replaced catch will be greatly reduced.

Frozen Fish—		
Roe shad, weight 3 lbs., each	1 00	1 25
Whitefish, per lb.	....	0 12
Sea herring, large, each	....	0 02½
Halibut	0 09	0 10
Salmon, Qualla	0 09	0 10
Salmon, Coboe	....	0 12
Trout, per lb.	....	0 10
Eels, per lb.	....	0 11
Fresh Caught—		
Blue fish, lb.	0 14	0 16
Frogs legs, lb.	....	0 65
Haddock, per lb.	....	0 08
Herring, per lb.	0 07	0 08
Lobster, live, lb.	....	0 45
Lobster, boiled, lb.	....	0 45
Mackerel, weighing 1½-3 lbs. each	0 15	0 25
Perch, lb.	0 06	0 07
Pickerel, yellow, per lb.	....	0 12
Pike, per lb.	....	0 08
Salmon, B.C., per lb.	0 15	0 20
Smelts, per lb.	....	0 12
Steak, cod, per lb.	....	0 09
Flounders	....	0 06
Smoked—		
Ciscoes, basket	....	1 25
Fillets of haddie	....	0 12
Finnan baddie, per lb.	....	0 09
Halibut, 25 lb. boxes, per lb.	....	0 20
Kippers, new, box of 40 and 50	....	1 25
Bloaters, box of 60	....	1 25
Digby herring, per bundle	....	0 75
Digby fillets, 10 lb. boxes	....	1 30
Prepared—		
Shrimps, 1 gal. cans	....	1 25
Shrimps, 2 gal. cans	....	2 40
Shrimps, 4 gal. cans	....	4 60
Cod, quail on toast	0 07	0 07½
Cod, steak	....	0 09½
Cod, Imperial, 25 lb. pck.	0 06	0 07
Salted and Pickled—		
Holland herring, milkers, 85c; mixed	....	0 75
Herring, Labrador, bbl.	6 25	6 50
Herring, Labrador, half barrel	....	3 50
Herring, sea, pails	1 25	1 50
Mackerel, pail	....	2 25
Oysters, bulk—		
New York counts, gal.	....	2 00
Extra selects, gal.	1 90	1 95
Straights, gal.	1 65	1 75
Oysters, Shell—		
Malpeques, bbl.	11 00	12 00
Torbays	11 00	12 00
Rockaways	8 50	9 00
Blue Points	8 50	9 00
Oyster Bay counts	8 00	8 50

HALIFAX, N.S.

FISH.—Fish markets were quite active this past week and good catches of cod and haddock were landed. These came in very timely as Advent season is now on and demand for fresh fish is exceptionally good. Halibut is also in better supply, but price is excessively high.

Fish dealers are greatly handicapped by lack of ice, for outside shipments.

Smelts are scarce, and fish arriving on market are small. There is an improved demand for salt mackerel, and pickled salmon is also selling more freely. This week lobster season opened in Nova Scotia and already dealers have orders for all they can supply.

WINNIPEG.

FISH AND POULTRY.—There is good demand for all lines of fish on market here. Oysters are good sellers at present, and supplies of poultry appear to be ample for Christmas demands.

Fish—		
Codfish	....	0 10
Halibut	....	0 12
Pickerel	....	0 08
Salmon	....	0 14
Trout	....	0 12½
Whitefish	....	0 08½
Oysters—		
Imperial gallon	....	2 25
Large tins, 4 1-6 gals.	....	10 50
Cured—		
Kippered herrings, box	....	1 75
Holland herrings, keg	0 65	0 71
Salt mackerel, kits	....	2 75
Poultry (live)—		
Chickens, per lb.	....	0 12
Turkeys	....	0 14
Geese	....	0 10
Ducks	....	0 10
Poultry (dressed)—		
Fowl, per lb.	....	0 13
Chickens, per lb.	....	0 16
Turkeya, per lb.	0 20	0 22
Ducks, per lb.	....	0 13
Geese, per lb.	....	0 14

J. F. EBY,
President

HUGH BLAIN,
Vice-President

GROCERS

Is your **Tea Department** your most **valuable Asset?**

Is it bringing you the **returns** that it should do?

Are you **content,** being just one of many; or

Are you prepared to **control** your own **Tea Trade?**

You cannot fight the Butcher, the Baker, the Confectioner, etc., etc., with Packet Tea;

But you can **beat them all** the time with perfectly **reliable blends.**

Push Standard Blended Bulk Teas.

We can supply you with all grades, **perfectly blended** and always **uniform.**

We will **guarantee** to **build** up your **Tea Trade.**

You take no risk.

If not **perfectly satisfied,** we will **refund** your **money.**

We especially recommend our

4 Star English Breakfast Tea.

Thick, rich, juicy liquor, full of flavor, handsome leaf.

Costs you **27 cents**—sells for **40 cents.**

Sell Standard Blends and make $3.00 per chest extra profit, giving better value and more satisfaction.

EBY-BLAIN, LIMITED - TORONTO

TEA and COFFEE BLENDERS to the Trade

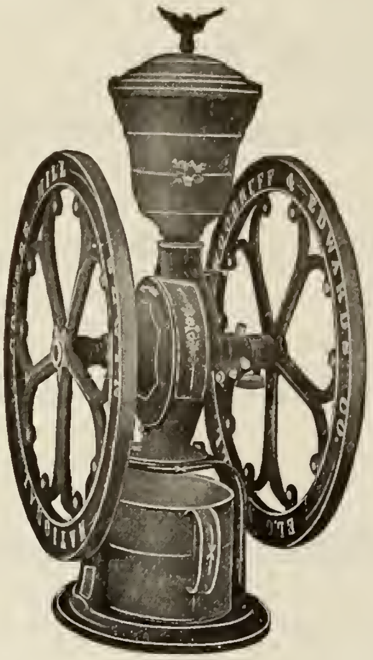
The fastest coffee grinding mill

We guarantee **Elgin National Coffee Mills** to grind **Faster** than any other Coffee Mills of corresponding size.

No Operating Expenses

These features along with lifetime durability and the perfection of the work it does is good reason why you should install one of the **Elgin Mills**.

The first cost is the only cost and in this there is a saving over the price of many other makes—there is no added expense for operation. A few turns and the coffee is ground.



No. 40

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ROYAL BAKING POWDER.

Sizes.	Per doz.
Royal—Dime	$ 0 95
" ¼-lb.	1 40
" 6-oz.	1 95
" ½-lb.	2 55
" 12-oz.	3 85
" 1-lb.	4 90
" 3-lb.	13 60
" 5-lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Baking Powder—5c tin, 40c per doz.; 4-oz. tin, 65c per doz.; 6-oz. tin, 90c per doz.; 8-oz. tin, $1.20 per doz.; 12-oz. tin, $1.60 per doz.; 16-oz. tin, $2.25 per doz.; 3-lb. tin, $5 per doz.; 5-lb. tin, $9.50 per doz.

BORWICK'S BAKING POWDER.

Sizes.	Per doz. tins.
Borwick's ¼-lb. tins	$ 1 35
Borwick's ½-lb. tins	2 55
Borwick's 1-lb. tins	4 65

COOK'S FRIEND BAKING POWDER.

Cartons—	Per doz.
No. 1, 1-lb., 4 dozen	$ 2 40
No. 1, 1-lb., 2 dozen	2 50
No. 2, 5-oz., 6 dozen	0 80
No. 2, 5-oz., 3 dozen	0 85
No. 3, 2½-oz., 4 dozen	0 45
No. 10, 12-oz., 4 dozen	2 10
No. 10, 12-oz., 2 dozen	2 20
No. 12, 4-oz., 6 dozen	0 70
No. 12, 4-oz., 3 dozen	0 ,5
In Tin Boxes—	
No. 13, 1-lb., 2 dozen	3 00
No. 14, 8-oz., 3 dozen	1 75
No. 15, 4-oz., 4 dozen	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER.

6-oz. tins	$ 0 75
12-oz. tins	1 25
16-oz. tins	1 75

BLUE.

Keen's Oxford, per lb.	$ 0 17
In 10-lb. lots or case	0 16

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For sale in Canada by The Eby-Blain Co., Ltd., Toronto; C. O. Beauchemin & Fils, Montreal, $2, $3, $5, $10, $15, and $20. All same price, one size or assorted.

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Under 100 books, each	0 04
100 books and over, each	0 03½
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For numbering cover and each coupon, extra per book, ½ cent.

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WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food, 2 doz. in case, per case, $3.00.

The King's Food, 2 doz. in case, per case, $4.80.

White Swan Barley Crisps, per doz., $1.

White Swan Self-rising Buckwheat Flour, per dozen, $1.

White Swan Self-rising Pancake Flour, per doz., $1.

White Swan Wheat Kernels, per doz., $1.50.

White Swan Flaked Rice, $1.

White Swan Flaked Peas, per doz., $1.

DOMINION CANNERS.

Alymer Jams.	Per doz.
Strawberry, 1912 pack.	$ 2 15
Raspberry, red heavy syrup	2 15
Black Currant	2 00
Red Currant	1 85
Peach, white, heavy syrup	1 50
Pear, Bart., heavy syrup	1 77½

Jellies.

Red Currant	2 00
Black Currant	2 20
Crabapple	1 65
Raspberry and red currant	2 00
Raspberry and gooseberry	2 00
Plum jam	1 55
Green Gage plum, stoneless	1 65
Gooseberry	1 85
Grape	1 55

Marmalade.

Orange jelly	1 85
Green fig	2 25
Lemon	1 60
Pineapple	2 00
Ginger	2 25

Pure Preserves—Bulk.

	5 lbs.	7 lbs.
Strawberry	0 69	0 95
Black currant	0 69	0 95
Raspberry	0 69	0 95

14's and 30's per lb.

Strawberry	0 13
Black currant	0 13
Raspberry	0 13

Freight allowed up to 25c per 100 lbs.

4 Words tell the story of H. d L. brand goods:

They "Sell, Satisfy, Keep Selling."

Sold by all leading wholesale grocers.

With the coming big events

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We wish you all Happiness and Prosperity

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You have found the sweets from our factory the best and most profitable to be had at any time. We appreciate your appreciation too.

However, just let us forget the goodness of **Diamond Brand Candies** and **Syrup,** and join hands in this good old wish—

Merry Christmas
Happy New Year

Sugars & Canners
Limited
MONTREAL

A SLIGHT DIFFERENCE

in price on a cheap article like

SAL SODA

should not count when quality is considered

BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

Is the PUREST, contains LEAST MOISTURE and therefore GOES FURTHEST of any Washing Soda Sold.

WINN & HOLLAND, LIMITED

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MONTREAL

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have their own distinct following. People who know good biscuits, use good biscuits, demand good biscuits, are the people who buy Carr's Biscuits.

The mere "say so" that you handle Carr's Biscuits puts you into the front rank of a quality salesman.

For prices, etc., write to-day.

CARR & CO. CARLISLE ENGLAND

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COCOA AND CHOCOLATE.

THE COWAN COA., LTD.

Cocoa—	
Perfection, 1-lb. tins, doz.	4 50
Perfection, ½-lb. tins, doz.	2 40
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	0 90
Perfection, 5-lb. tins, per lb.	0 35
Soluble, bulk, No. 1, lb.	0 20
Soluble, bulk, No. 2, lb.	0 18
London Pearl, per lb.	0 22

Special quotations for Cocoa in barrels, kegs, etc.

Unsweetened Chocolate.

Supreme chocolate, ½'s 12-lb. boxes, per lb.	0 35
Perfection chocolate, 20c size, 2 doz. in box, doz.	1 80
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	0 90
Sweet Chocolate—	Per lb.
Queen's Dessert, ¼'s and ½'s, 12-lb. boxes	0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ¼-lb., 6 and 12-lb. boxes	0 35
Diamond, 8's, 6 and 12-lb. boxes	0 29
Diamond, 6's and 7's, 6 and 12-lb. boxes	0 25
Diamond, ¼'s, 6 and 12-lb. boxes	0 26
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½-lb. packages, 2 doz. in box, per doz.	0 90
Chocolate Confections—	Per lb.
Maple buds, 5-lb. boxes	0 37
Milk medallions, 5-lb. boxes	0 37
Chocolate wafers, No. 1, 5-lb. boxes	0 31
Chocolate wafers, No. 2, 5-lb. boxes	0 26
Nonpareil wafers, No. 1, 5-lb. boxes	0 31
Nonpareil wafers, No. 2, 5-lb. boxes	0 26
Chocolate ginger, 5-lb. boxes	0 31
Milk chocolate wafers, 5-lb. boxes	0 37
Coffee drops, 5-lb. boxes	0 37
Lunch bars, 5-lb. boxes	0 27
Milk chocolate, 5c bundles, 3 doz. in box, per box	1 36
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 85
Nut milk chocolate, ½'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, ¼'s, 6-lb. boxes, lb.	0 37
Nut milk chocolate, 5c bars, 24 bars, per box	0 85
Almond nut bars, 4 bars per box.	0 85

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Agents—F. E. Robson & Co., Toronto; Forbes & Nadeau, Montreal; J. W. Gorham & Co., Halifax, N.S.; Buchanan & Gordon, Winnipeg.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
10c tins, 3 doz. in box, dozen	0 90

JOHN P. MOTT & CO.'S.

G. J. Estabrook, St. John, N.B.; J. A. Taylor, Montreal, P.Q.; F. M. Hannum, Ottawa, Ont.; Jos. E. Huxley & Co., Winnipeg, Man.; Tees & Persse, Calgary, Alta.; Johnson & Yockney, Edmonton; D. M. Doherty & Co., Vancouver and Victoria.

Elite, 10c size (for cooking), doz.	0 90
Mott's breakfast cocoa, 2-doz. 10c size, per doz.	0 85
Nut milk bars, 2 dozen in box	0 80
Nut milk breakfast cocoa, ¼'s and ½'s	0 36
Nut milk No. 1 chocolate	0 30
Nut milk Navy chocolate, ½'s	0 26
Nut milk Vanilla sticks, per gr.	1 05
Nut milk Diamond chocolate, ½s	0 24
Nut milk plain choice chocolate liquors	20 30
Nut milk sweet chocolate coatings	0 20

WALTER BAKER & CO., LTD.

Premium No. 1, chocolate, ¼ and ½-lb. cakes, 34c lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5-lb. tins, 39c lb.; German's sweet chocolate, ⅛ and ¼-lb. cakes, 6-lb. boxes, 26c lb.; Caracas sweet chocolate, ⅛ and ¼-lb. cakes, 6-lb. boxes, 32c lb.; Auto sweet chocolate, 1-5 lb. cakes, 6-lb. boxes, 32c lb.; Cinquieme sweet chocolate, 1-5-lb. cakes, 6-lb. boxes, 21c lb.; Falcon cocoa (hot or cold soda), 1-lb. tins, 34c lb.; Cracked Cocoa, ½-lb. pkgs., 6-lb. bags, 31c lb. Caracas tablets, 5c cartons, 40 cartons to box, $1.25 per box.

The above quotations are f.o.b. Montreal.

CONDENSED AND EVAPORATED MILK.

BORDEN MILK CO., LTD.

East of Fort William, Ont.

Preserved—	Per case
Eagle Brand, each 4 doz.	$ 6 00
Reindeer Brand, each 4 doz.	6 00
Silver Cow Brand, each 4 doz.	5 40
Gold Seal Brand, each 4 doz.	5 25
Mayflower Brand, each 4 doz.	5 25
Purity Brand, each 4 doz.	5 25
Challenge Brand, each 4 doz.	4 75
Clover Brand, each 4 doz.	4 75
Evaporated (Unsweetened)—	
St. Charles Brand, small, each 4 dozen	2 00
Peerless Brand, small, each 4 doz.	2 00
St. Charles Brand, Family, each 4 doz.	3 90
Peerless Brand, Family, each 4 doz.	3 90
Jersey Brand, Family, each 4 doz.	3 90
St. Charles Brand, tall, each 4 doz.	4 50
Peerless Brand, tall, each 4 doz.	4 50
Jersey Brand, tall, each 4 doz.	4 50
St. Charles Brand, Hotel, each 2 doz.	4 25
Peerless Brand, Hotel, each 2 doz.	4 25
Jersey Brand, Hotel, each 2 doz.	4 25
St. Charles Brand, gallons, each ½ doz.	4 75
"Reindeer" Coffee & Milk, each 2 doz.	5 00
"Regal" Coffee and Milk, each 2 doz.	4 50
"Reindeer" Cocoa and Milk, each 2 doz.	4 80

WHITE SWAN SPICES AND CEREALS, LTD.

WHITE SWAN BLEND.

1-lb. decorated tins, lb.	0 36
Mo-Ja, ½-lb. tins, lb.	0 32
Mo-Ja, 1-lb. tins, lb.	0 30
Mo-Ja, 2-lb. tins, lb.	0 30

Presentation (with tumblers) 28c per lb.

MINTO BROS.

MELAGAMA BLEND.

Ground or bean—	W.S.P.	R.P.
1 and ½	0 25	0 30
1 and ½	0 32	0 40
1 and ½	0 37	0 50

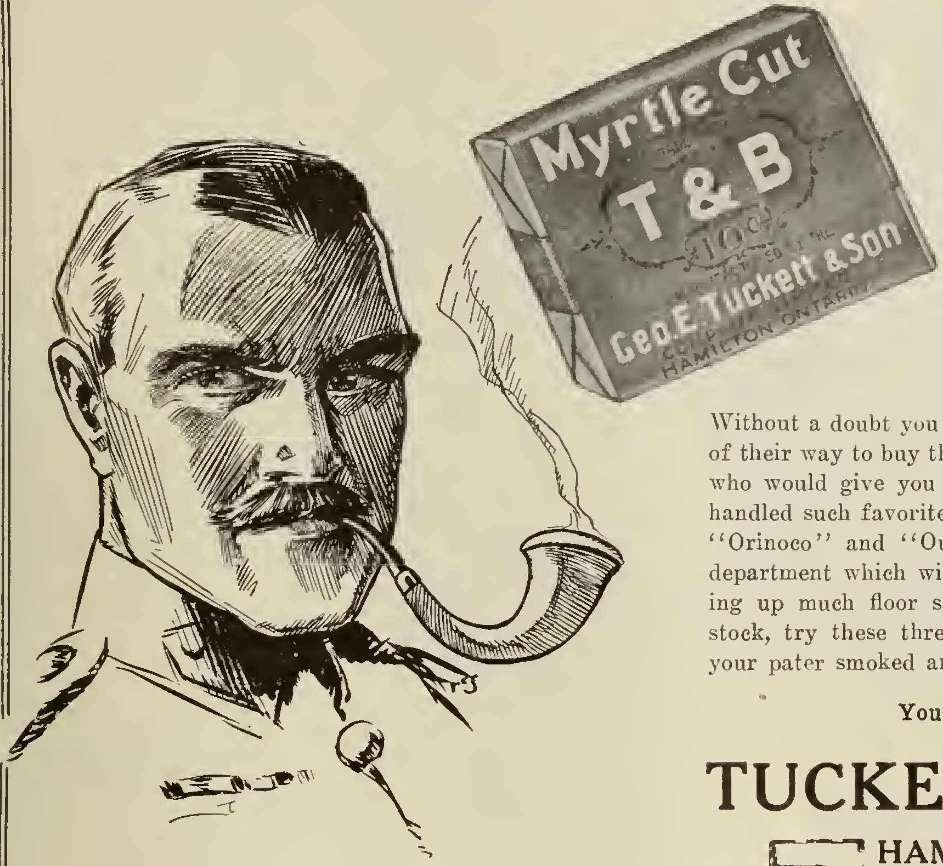
Packed in 30's and 50-lb. case.
Terms—Net 30 days prepaid.

FLAVORING EXTRACTS.

SHIRRIFF'S.

Quintessential.

1 oz. (all flavors) doz.	1 05
2 oz. (all flavors) doz.	2 00
2½ oz. (all flavors) doz.	2 50
4 oz. (all flavors) doz.	3 50



The good old

T & B

Myrtle Cut

Without a doubt you have scores of customers who go out of their way to buy their tobacco from the tobacconist and who would give you this patronage as readily if you handled such favorite blends as Tuckett's "Myrtle Cut," "Orinoco" and "Our Seal." For a real live tobacco department which will make money for you without taking up much floor space or involving a big outlay for stock, try these three lines. Myrtle cut is the tobacco your pater smoked and appreciated.

Your wholesaler has it.

TUCKETT LIMITED
HAMILTON, ONT.

For Christmas

If you have not ordered Hams and Bacon for your Christmas trade or find that you want more, wire us in your order now and we will see that you are supplied.

"Star Brand" Hams and Bacon.

F W. Fearman Co.
Hamilton, Ontario

MINCE MEAT

It is impossible to make anything better than

Wethey's "Home-Made"

It is positively the highest grade mince meat on the market and is sold at a most reasonable price.

We are pleased to quote.

J. H. WETHEY, Limited
St. Catharines, Ont.

BISCUITS

from the Old Country

Some of the most popular Biscuits in Britain are made by

McVitie & Price, Limited

Biscuit Manufacturers

EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS:

Manitoba and Saskatchewan
RICHARDS & BROWN, James Street, WINNIPEG
Alberta
CAMPBELL, WILSON & HORNE, Limited,
CALGARY, EDMONTON AND LETHBRIDGE
British Columbia and Yukon
KELLY, DOUGLAS & CO., Ltd., Water St., VANCOUVER

COOK'S FRIEND

BAKING POWDER

on the market for over 50 years. Only best quality ingredients used—contains no alum.

If you want your customers to come back and send their friends, give Cook's Friend all the prominence you can.

Ask Your Wholesaler

W. D. McLaren, Limited, Montreal

Sparkling Cider, 24 pts.	4 75
Sparkling Cider, 36 splits	4 90
Extra Fins, 100½	16 00
Apple Vinegar, 12 qts.	2 40

These prices are F.O.B. Montreal.

Imported Peas "Soleil"

	Per case
Sur Extra Fins, 40 Flacons, cs.	$10 00
Sur Extra Fins, 100 ½ cs.	15 50
Extra Fins, 50 1 kilo, cs.	14 50
Extra Fins, 100 ½ kilo, cs.	15 00
Tres Fins, 100 ½ kilo, cs.	13 50
Fins, 100 ½ kilo, cs.	11 50
Mi Fins, 100 ½ kilo, cs.	11 00
Moyens No. 1, 100 ½ kilo, cs.	10 00
Moyens o. 2, 100 ½ kilo, cs.	9 50
Moyens No. 3, 100 ½ kilo, cs.	9 00

MINERVA PURE OLIVE OIL.

Case—	
12 litres	8 00
12 quarts	6 00
24 pints	6 50
24 ½ pints	4 25
Tins—	Gall.
5 gals. 2s	2 00
2 gals. 6s	2 05
1 gal. 10s	2 10
20s, ⅛ gal.	2 60

CANNED HADDIES "THISTLE" BRAND.

A. P. TIPPET & CO., Agents.

Cases, 4 doz. each, flats, per case	5 40
Cases, 4 doz. each, ovals, per case	5 40

INFANTS' FOOD.

Robinson's patent barley, ½ lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

BOAR'S HEAD LARD COMPOUND.

N. K. FAIRBANK CO., LTD.

Tierces	0 10¼
Tubs, 60 lbs.	0 10½
Pails, 20 lbs.	0 10¾
Tins, 20 lbs.	0 10¼
Cases, 3 lbs., 20 to case	0 11¼
Cases, 5 lbs., 12 to case	0 11⅛
Cases, 10 lbs., 6 to case	0 11

F. O. B. Montreal.

MARMALADE.

SHIRRIFF BRAND.

"SHREDDED."

1 lb. glass (2 doz. case)	$1.90	$1.80
2 lb. glass (1 doz. case)	3 20	3 30
4 lb. tin (1 doz. case)	5 50	5 25
7 lb. tin (½ doz. case)	8 60	8 25

"IMPERIAL SCOTCH."

1 lb. glass (2 doz. case)	$1 60	$1 55
2 lb. glass (1 doz. case)	2 80	2 70
4 lb. tin (1 doz. case)	4 80	4 65
7 lb. tin (½ doz. case)	7 75	7 50

MUSTARD.

COLMAN'S OR KEEN'S.

	Per doz. tins
D. S. F., ¼-lb.	1 40
D. S. F., ½-lb.	2 50
D. S. F., 1-lb.	5 00
F. D., ¼-lb.	0 85
F. D., ½-lb.	1 45
	Per jar.
Durham, 4-lb. jar	0 75
Durham, 1-lb. jar	0 25

VERMICELLI AND MACARONI

C. B. CATELLI CO., LIMITED.

Hirondelle Brand.

	1 lb. pkgs.	Loose.
Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Animals, Stars, Alphabets, Small Paste Assorted, 30 lbs., cases	7	6½
Egg noodles, case 10 lbs. loose; case 60 pkgs., ½ lb. each	7½	7
Marguerite Brand.		
Same assortment as above	6½	6
Egg noodles in 10 lb. cases, loose, in 60 pkgs., ½ lb. each	7	6½
Catelli Brand.		
Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lbs. (loose)		3½
30 lb. cases, 1 lb. pkgs.		6

Terms, Net 30 days.

D. SPINELLI CO., Registered.

Globe Brand.

Vermicelli, Macaroni, Spaghetti, Macaroni (short cut), Alphabets, 30 lb. case	7	6½
Spinelli Brand.		
Vermicelli, Macaroni, Spaghetti, 5, 10, 30 lb. cases (loose)		5½
30 lb. cases, 1 lb. pkgs.		6

Terms, et 30 days.

JELLY POWDERS.

JELL-O.

Assorted case, contains 2 doz.	1 80
Straight.	
Lemon contains 2 doz.	1 80
Orange contains 2 doz.	1 80
Raspberry contains 2 doz.	1 80
Strawberry contains 2 doz.	1 80
Chocolate contains 2 doz.	1 50
Cherry contains 2 doz.	1 80
Peach contains 2 doz.	1 80

Weight 8 lbs. to case. Freight rate, 2nd class.

JELL-O ICE CREAM POWDER.

Assorted case, contains 2 doz.	2 50
Straight.	
Chocolate contains 2 doz.	2 50
Vanilla contains 2 doz.	2 50
Strawberry contains 2 doz.	2 50
Lemon contains 2 doz.	2 50
Unflavored contains 2 doz.	2 50

Weight 11 lbs. to case. Freight rate, 2nd class.

SOAP AND WASHING POWDERS.

SNAP HAND CLEANER.

3 dozen to box	3 60
6 dozen to box	7 20

30 days.

RICHARDS PURE SOAP.

5-case lots (delivered), $4.15 each with 20 bars of Quick Naptha as a free premium.

Richards Quick Naptha Soap.

GENUINE. Packed 100 bars to case.

FELS NAPTHA.

Prices—Ontario and Quebec:

Less than 5 cases	$ 5 00
Five cases or more	4 95

STARCH.

THE CANADA STARCH CO., LTD.

EDWARDSBURG BRANDS

and

BRANTFORD BRANDS.

Boxes	Cents
Laundry Starches—	
40 lbs. Canada Laundry	.06
40 lbs., Boxes Canada white gloss 1 lb. pkgs	.06½
48 lbs., No. 1 white or blue, 4 lb. cartons	.07
48 llbs., No. 1 white or blue, 3 lb. cartons	.07
100 lbs., kegs, No. 1 white	.06½
200 lbs., bbls., No. 1 white	.96½
30 lbs., Edwardsburg silver gloss, 1 lb. chrome pkgs	.07¼
48 lbs., silver gloss, in 6-lb. tin canisters	.08
36 lbs., silver gloss 6-lb. draw lid boxes	.08
100 lbs., kegs, silver gloss, large crystals	.07
28 lbs., Benson's satin, 1-lb. cartons, chrome label	.07½
40 lbs. Benson's Enamel (cold water), per case	3 00
20 lbs. Benson's Enamell (cold water), per case	1 50
Celluloid—boxes containing 45 cartons, per case	3 60
Culinary Starch.	
40 lbs. W. T. Benson & Co.'s prepared corn	.07½
40 lbs. Canada pure corn starch	.06

The meat of the nut

Here it is, all ready for you to share, the meaty, profitable deliciousness of the best portion of all the Western Hemisphere—reached through the Nicholson & Bain sales forces.

We help Manufacturers and shippers to get a big share of the big business doing in this large and profitable country.

Our sales forces, well distributed warehouses and unsurpassed shipping facilities enable us to place your goods on this large market, to even better advantage than you could with your own travellers.

Our travellers call personally and cover the entire Western territory regularly, and the strategic location of our large warehouses insures prompt service to your customers.

Write us for terms and particulars and let us know your lines. We will crack the nut for you and help you get a big share during 1914.

Nicholson & Bain, Wholesale Commission Merchants and Brokers

HEAD OFFICE—WINNIPEG, MAN.

REGINA SASKATOON EDMONTON CALGARY LETHBRIDGE

Xmas

Greetings

We'll just say to you what we said last year:- May your next year's "Catch" be the biggest ever. What better can we wish you?

Still, lest we forget next week, just remember that **Ocean Brand, Haddies, Kippers, Bloaters, Fillets** will be the 1914 Leaders.

North Atlantic Fisheries
LIMITED
MONTREAL

(20-lb. boxes ¼c higber.)

Casco Potato Flour, 20-lb. boxes, per lb.	.10

BRANTFORD STARCH.

Ontario and Quebec.

Laundry Starches—	
Canada Laundry—	
Boxes about 40 lbs.	.06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	06½
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	.07
Barrels, 200 lbs	.06½
Kegs, 100 lbs.	.06¼
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lbs.	.07½
8 in case	.07¾
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	.08
Kegs, extra large crystals, 100 lbs.	.07
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 00
Celluloid Starcb—	
Boxes containg 45 cartons, epr case	3 00
Culinary Starches—	
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.06
Brantford Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	.07½
"Crystal Maize" Corn Starcb—	
1-lb. pkts., boxes of 40 lbs.	.07½

(20-lb. boxes ¼c higber tban 40's.)

OCEAN MILLS, MONTREAL.

Cbinese starcb, 48, 1 lb., per cs., $4.80; Ocean Baking Powder, 3-oz. tins, 4 doz. per case, $1.60; 4-oz. tins, 4 doz. per case, $3.00; 8-oz. tins, 5 doz. per case, $6.50; 16-oz. tins, 3 doz. per case, $6.75; 5-lb. tins, 10 tins a case, $7.50; 1-lb. bulk, per 25, 50 and 250 lbs., at 15c per lb. Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-oz., $7.20; Ocean corn starch, 48 1-lb., $3.60.

SOUPS—CONCENTRATED.

CHATEAU BRAND.

Vegetable, Mutton Broth, Mulligatawny, Cbicken, Ox Tail, Pea, Scotch Broth, Julienne, Mock Turtle, Vermicelli, Tomato, Consomme, Tomato.

No. 1's, 95c per dozen.

Individuals, 45c per dozen.

Packed 4 dozen in a case.

SYMINGTON'S SOUPS.

Quart packets, 9 varieties, doz.	0 90
Clear soups, in stone jars, 5 varieties, doz.	1 40

SODA—COW BRAND.

Case of 1-lb., containing 60 packages, per box, $3.00.

Case of ½-lb., containing 120 packages, per box, $3.00.

Case of 1-lb. and ½-lb., containing 30 1-lb. and 60 ½-lb. packages, per box, $3. Case of 5c packages, containing 96 packages, per box, $3.00.

SYRUP.

THE CANADA STARCH CO., LTD.

CROWN BRAND CORN SYRUP.

2-lb. tins, 2 doz. in case	2 50
5-lb. tins, 1 doz. in case	2 85
10-lb. tins, ½ doz. in case	2 75
20-lb. tins, ¼ doz. in case	2 70
Barrels, 700 lbs.	3½
Half barrels, 350 lbs.	3¾
Quarter barrels, 175 lbs.	4
Pails, 38½ lbs.	1 85
Pails, 25 lbs. each	1 35

LILY WHITE CORN SYRUP.

2-lb. tins, 2 doz. in case	2 85
5-lb. tins, 1 doz. in case	3 20
10-lb. tins, ½ doz. in case	3 10
20-lb. tins, ¼ doz. in case	3 05

(5, 10 and 20-lb. tins have wire handles.)

BEAVER BRAND CORN AND MAPLE SYRUP.

Quart tins (wine measure), 2 doz. in case, per case	4 70

MOLASSES.

THE DOMINION MOLASSES COMPANY, LTD.

Gingerbread Brand.

2s, Tins, 2 doz. to case.

Quebec, per case	$ 1 85
Ontario, per case	1 90
Manitoba, per case	2 30
Saskatchewan, per case	2 60
Alberta, per case	2 70
British Columbia, per case	2 40

DOMOLCO BRAND.

2s, Tins, 2 doz. to case.

Quebec and Ontario, per case	2 60
Manitoba, per case	3 00
Saskatchewan, per case	3 20
Alberta, per case	3 30
British Columbia, per case	3 10

SAUCES.

PATERSON'S WORCESTER SAUCE.

½-pint bottles 3 and 6 doz. cases, doz.	0 90
Pint bottles, 3 doz., cases, doz.	1 75

H. P.

H. P. Sauce—	Per doz.
Cases of 3 dozen	1 90
H. P. Pickles—	
Cases of 2 doz. pints	3 25
Cases of 3 doz. ½-pints	2 25

STOVE POLISH.

JAMES DOME BLACK LEAD.

6a size, gross	$ 2 40
2a size, gross	2 50

NUGGET POLISHES.

	Doz.
Polish, Black and Tan	0 85
Metal Outfits, Black and Tan	3 65
Card Outfits, Black and Tan	3 25
Creams and White Cleanser	1 10

TOBACCO.

IMPERIAL TOBACCO COMPANY OF CANADA.

Chewing—Black Watch, 6s	45
Black Watch, 12s	45
Bobs, 5's and 10's	39
Bully, 6's	44
Currency, 6½s and 12s	39
Stag, 5 1-3 to lb.	59
Old Fox, 6 lb. boxes	40
Pay Roll Bars, 7½s	59
Pay Roll, 7s	59
War Horse, 6s	42
Plug Smoking, Shamrock, 6s, plug or bar	45
Rosebud Plug, 7's	50
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West	
Pouches, 8s	39
Regal Cube Cut, 9s	70

TEAS.

THE SALADA TEA CO.

East of Winnipeg.

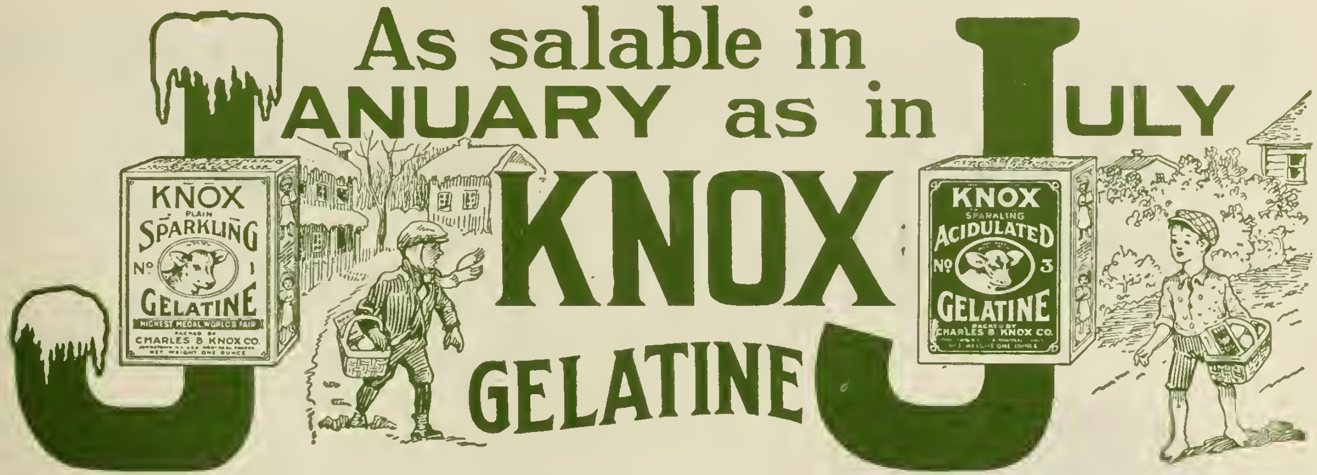
	Wholesale	R't'l
Brown Label, 1s and ½s	.25	.30
Green Label, 1s and ½s	.27	.35
Blue Label, 1s, ½s, ¼s, and ⅓s	.30	.40
Red Label, 1s and ½s	.36	.50
Gold Label, ½s.	.44	.60
Red-Gold Label, ½s	.55	.80

LUDELLA.

In 30, 60 and 80 lb. cases.

Black, Green or Mixed.

Blue Label, 1s	0 20
Blue Label ½s	0 21
Orange Label, 1s	0 23
Orange Label ½s	0 24
Brown Label 1s and ½s	0 28
Brown Label ¼s	0 30
Green Label 1s and ½s	0 35
Red Label ½s	0 40


As salable in JANUARY as in JULY
KNOX
GELATINE
KNOX PLAIN SPARKLING No 1 GELATINE
HIGHEST MEDAL WORLD'S FAIR
PACKED BY CHARLES B. KNOX CO.
KNOX SPARKLING ACIDULATED No 3 GELATINE
PACKED BY CHARLES B. KNOX CO.

KNOX GELATINE has "no season",—it's **always selling**, because, we have taught the consumer to use it for desserts all year 'round. Persistent advertising, much of it containing recipes, keeps your customers interested in KNOX GELATINE. Big value and highest quality are back of the advertising. This combination sends steady sales to the grocer. Consider the profit you make out of the retail price of 15 cents per package and you'll

"Make KNOX your gelatine leader."

CHARLES B. KNOX COMPANY

JOHNSTOWN, N.Y.

ADS AND SALES

A Study of Advertising and Selling from the standpoint of the New Principles of Scientific Management.

By Herbert N. Casson.

An Invaluable Book for the Manufacturers, Sales Managers, Salesmen, Etc.

This is the first book which has attempted to apply the principles of Scientific Management to the Problems of Sales and Advertising.

Cloth-bound, Limited Edition, 167 pages.

Sent Postpaid on Receipt of $2 to any Address.

Technical Book Department

MacLean Publishing Co.

143-149 University Avenue, Toronto

Dont Burn Waste Paper —Sell It For Cash!

The safe, sanitary and *profitable* way to dispose of waste paper, rags, straw, etc., is *SELLING IT FOR CASH.* This is best accomplished by storing and baling it in a

ALL STEEL Schick FIREPROOF

BALING PRESS

A Davenport Press means an end to the unsightly rubbish pile—it saves wasting space—it removes a serious fire risk—it represents a source of steady income—it soon saves its cost. The *HOW* and *WHY* are in the catalog No. 9 —ask for a copy.

Davenport Mfg. Co.

DAVENPORT, IOWA,

LITSTER'S JELLY DESSERTS

Of all jelly desserts, Litster's has the most food value. Once you introduce this line your customers will realize how fine it is. You are sure of giving satisfaction because you get it.

"Anything Litster's is good"

THE LITSTER PURE FOOD CO., LIMITED
TORONTO

How is your stock of

DATES?

Dates have been scarce for the last couple of weeks. We have just passed into stock, a carload —but now have only

200 boxes Khadrowee Dates

which we offer—subject to being unsold at

4¼c lb. f.o.b. Toronto

ORDER AT ONCE TO ENSURE YOUR ORDER BEING FILLED

We are clearing our stock of

Malaga Table Raisins

Our quotations will bring your orders

If you run short of anything for Xmas Trade

Phone your order at our expense—We ship all orders same day as received.

EBY-BLAIN, LIMITED

Wholesale Grocers, TORONTO

California Navel Oranges

First car of season arrived last week. Another car due Monday. Remember, we are the leaders in high-class Navel Oranges.

For Xmas and present selling, quality and color perfect. Also Florida, Mexican and Jamaica Oranges.

Fresh car Cocoanuts.

California Emperor Grapes

White & Co., Limited

TORONTO and HAMILTON

TO our many customers and business friends, we wish a Right Merry Xmas and a Very Happy New Year.

May this old-fashioned greeting find you in the best of health and may Dame Fortune smile upon you throughout the New Year.

THE HOUSE OF QUALITY.

HUGH WALKER & SON

Established 1861

Guelph and North Bay

Shirriff's True Vanilla

The Old Reliable Line

Grocers never have to offer an apology for Shirriff's True Vanilla. It is always right—always satisfies the customer. This old reliable extract stands to-day supreme in flavor, boquet and strength, the same as it has done for over thirty years. There is real satisfaction for the grocer in selling such an article—especially when there is a good profit on every sale, and the demand is greater than any other vanilla extract sold in Canada.

Imperial Extract Co., Toronto

May your Christmas be a most happy one and may Dame Fortune smile on you and yours throughout the New Year

Rose Quesnel Smoking Tobacco and **King George Navy** Chewing Tobacco will add considerably to your profits and prosperity.

Rock City Tobacco Co., Limited
QUEBEC

HIRONDELLE
(Swallow Brand)

The brand of Canadian Macaroni, Vermicelli, Spaghetti, etc., that is unsurpassed by any imported.

All dealers should satisfy themselves on this point by asking their wholesalers.

The price for both dealer and customer is right, while the profits are excellent.

C. H. Catelli Company, Limited
MONTREAL, CANADA

Mr. C. C. Mann, 517 Board of Trade Bldg., Toronto, Can., Agent for Province of Ontario. Tees & Persse, Limited, Agents for the Western Provinces.

Elgin Brand

Pure Leaf Kettle Rendered LARD

Elgin Brand Lard has a record that is hard to equal in the trade.

We use only the finest leaf and employ only the kettle rendering process.

We manufacture all kinds of pork and dairy products and guarantee quality and satisfaction.

We solicit your consignments for cold storage—facilities unequalled.

Send for Post Card Order Book.

The St. Thomas Packing Co.
LIMITED
Pork Packers and Provision Merchants.
Dealers in Butter, Eggs and Cheese.
ST. THOMAS, ONT.
Wholesale Branches at Windsor and London, Ont.

TO THE COFFEE & TEA TRADE

Use Fancy Paper Bags
Adolph Kraut Co.
57 Warren St. New York.

Good Day! Do you like French dishes?

You do? Good! You are not the only one who does. Your customers, too, may like to dine at home as they would in one of the famous restaurants of Paris, and without trouble or great expense. You agree? Then write

MESSRS. RAYNAL and ROQUELAURE
of CAPDENAC (AVEYRONS), FRANCE

They will send you a list of their 200 dishes, all packed in boxes and ready for serving at table.

They have revoltionized the food question in Europe.

You will probably find it to your advantage to demonstrate an early interest in a line which will soon be in demand throughout the Dominion.

A Money-Maker for the Grocer

A long prosperous season is at hand for every grocer selling Armour's Bouillon Cubes. The great, growing popularity of hot bouillon as an every-day drink is the grocer's opportunity for increased trade and multiplied profits. The most refreshing and delicious of winter drinks is A. B. C. Bouillon made with

Armour's Bouillon Cubes

Our all-season advertising campaign in newspapers and magazines of immense Canadian circulation is making countless new customers for dealers handling Armour's Bouillon Cubes.

Get this product on your counter without further delay. Collect your share of the profits. Sign and send the coupon, or order to-day and be ready for the big demand.

ARMOUR AND COMPANY
Chicago, Ill.

Sales Agents: Fowler's Canadian Co.,
Hamilton, Ont.

Sign and send the Coupon—NOW

Armour & Company, Chicago, Ill.

Send Price List and Discounts on Armour's Bouillon Cubes.

Name ....

Address ....

....

(C.G.)

EVERY POUND OF ANCHOR BRAND FLOUR

has character in every ounce

because extreme care, watchfulness, ability, integrity, the most modern equipment and only the choicest Western Spring Wheats form the complement that obtains the highest possible quality every day in the year.

The most searching analysis and tests make uniformity certain.

As rapidly as people learn all the facts about **Anchor Brand Flour**, they are satisfied only with this Brand.

Anchor Brand Flour is better because the trouble and expense are taken to make it better.

Standard Prices—Worth More.

Free samples for Missourians will be sent to Dealers and Bakers for distribution.

Leitch Brothers' Flour Mills, Ltd.

Oak Lake,, Manitoba

Our new container for

BANNER L&B BRAND

JAMS

Places these famous pure fruit and apple jelly Jams in a class by themselves. This container is sure to be copied for it is a winner.

L. and B. Banner Brand Jams lead the world for a moderate-priced preserve. Every container is labelled with the exact ingredients.

Stock up now.

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340 Dufferin St., TORONTO
Phone Parkdale 2985

REPRESENTATIVES:

The Amos B. Gordon Co., Toronto; Watt, Scott & Goodacre, Montreal; H. D. Marshall, Ottawa, Ont.; Lyne Usher, Halifax, Nova Scotia, and Prince Edward Island; H. Donkin & Co., Vancouver; W. L. McKenzie & Co., Edmonton and Regina; H. M. Jackson, Calgary; Western office at Winnipeg.

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Malcolm's preserved milk products are noted for their high and unvarying quality—only the richest and purest cow's milk being used.

Grocers should tone up their stocks with the Malcolm lines. Your customers will appreciate them.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c per 100 lbs.

St. George Evaporated Milk, 4 doz. in case	$3.60
Princess Condensed Milk, 4 doz. in case	4.50
Banner Condensed Milk, 4 doz. in case	5.25

J. Malcolm & Son, St. George, Ont.

The touch finale to the New Year's Dinner

Whether it be a fruit, lobster or cold meat salad it requires the true finishing touch imparted to it by

ROYAL Salad Dressing

Salads are fast becoming part of the daily diet in Canada and Royal Salad Dressing is fast becoming an indispensable part of the daily salad. Its really fine flavor is irresistible. Push Royal Salad Dressing in the Winter as well as during the other seasons. Suggest it for the New Year's Salad. It's always good, always fresh. It is profitable.

Sold by

The Horton-Cato Mfg., Company

WINDSOR, ONTARIO

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J.M. SCHNEIDER & SONS LIMITED
BERLIN, ONT.
TRADE-MARK-REG

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HIGH GRADE GERMAN SAUSAGE
PORK PACKERS

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Owen Sound, Ontario

Xmas Greetings

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Franc Tracuzzi
Messina, Italy.

J. J. McCabe, Agent
Toronto, Ont.

THE NAME "FAIRBANK" MEANS SOAP SURETY

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Make a prominent display of FAIRY SOAP at all times, because it's being extensively advertised at all times—connect YOUR STORE with OUR ADVERTISING.

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"HAVE YOU A LITTLE 'FAIRY' IN YOUR HOME?"

The N. K. Fairbank Company,
LIMITED, - - MONTREAL

A woman may not mention "Chase & Sanborn" when she asks for Coffee the first time—but if you make the suggestion she will thank you for it—and come back for more.

Chase & Sanborn
MONTREAL, QUEBEC

"After all, there's nothing like "FORCE"

TOASTED WHEAT FLAKES

This is the universal verdict of your "best customers"—the kind it pays to please.

THE superiority of **FORCE** amongst wheat foods has never been questioned. The superiority of wheat as the premier food may have been questioned, but never seriously, nor for long, nor by the wise. **FORCE** is a safe food to push—it delivers full value for every cent it costs.

Made by

THE H-O COMPANY
HAMILTON, CANADA

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper

Quality Counts

DO YOU KNOW THAT OUR

BROOMS

ARE MADE TO BRING REPEAT ORDERS, AND THEY DO.

TRY THEM!

Walter Woods & Co.

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Huntley & Palmers English Biscuits

A good line of biscuits is bound to bring the class of trade you are looking for.

Three good lines which are splendid sellers.
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Cinderella
Concert
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Chocolate Mxd.
Coronation
Creamy Fingers
Cracknel Toy
Crusoe
Creamy Choc.
Dessert
Digestive, Rich
Dinner
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Shortcake
Tea Rusks
Universe
Popular (kegs)

Fenwick, Hendry & Co.

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Because They are Right in Price and Give the Best Service

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If you haven't our catalog on "Cane's" Wash-day woodenware, we will be pleased to send you one.

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LIMITED
NEWMARKET, ONT.

DIAMOND KING
MF'D by THE WM. CANE & SONS CO. Limited
CANADA

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Established 1886.

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Satisfaction and profits with every sale. We want more agents. Write

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Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

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For Sale by the Jobbing Trade Everywhere.

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ESTD. 1825

The Original Makers of

BELFAST GINGER ALE

Agents in Western Canada

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HOLLAND RUSK COMPANY
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Buy "PRIDE OF THE ISLAND" Brand

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QUICK
CLEAN
HANDY

¼-lb. tins—
3 doz. in case

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FOR PARLOR STOVES, PIPES AND RANGES
APPLY EVENLY WITH A DAMP WOOLEN CLOTH
XXXX
BLACK JACK
PASTE
STOVE POLISH
THE NICKEL PLATE STOVE POLISH COMPANY LTD.
WINDSOR, ONTARIO.

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SOLD BY ALL JOBBERS

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Advertisements under this heading, 2c per word for first insertion, 1c, for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

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WANTED—BY AN OLD ESTABLISHED packing house, travellers on commission, on ground north of the old Grand Trunk, Toronto to Sarnia, to Owen Sound, and between Toronto and Lake Huron, and ground east of Belleville to Montreal and north of Pembroke with the exception of the city of Kingston. Apply Box 40, Canadian Grocer, 143 University Avenue, Toronto.

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FOR SALE—GENERAL STORE, ESTABlished 52 years, new store, new barn, good house. Stock $3,000, turnover $12,000, post office over $100. 4½ miles to M.C.R., 7 miles to Hagersville. Book accounts always under $500. Possession given at once. R. J. Thomas, Hartford, Ont.

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A YOUNG MAN, WITH THOROUGH GROcery experience in the East and West, seeks position as manager or head clerk in a "Good Store." Or would consider a good line on the road. Can furnish best of references. Apply Box 2A, c|o Canadian Grocer.

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ACCURATE COST KEEPING IS EASY IF ou have a Dey Cost Keeper. It automatically records actual time spent on each operation down to a decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalogue. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

What Do You Earn?

Don't think us impertinent. We want you to put the question to yourself, and to supplement it with the further question, "Could you earn any more?"

Certainly you could, if your wasted evenings could be used to advantage.

Why not let The MacLean Publishing Company help you out? They will appoint you circulation solicitor in your district for MacLean's Magazine.

When you have tried it you may find it pays you well enough to give your whole time to it. That has been the experience of many before you.

The MacLean Pub. Co.

143-149 University Ave.
TORONTO

Grocery Advertising

By Wm. Borsodi

It contains suggestions for special sales, bargain sales, cash sales, etc.; ideas for catch lines or window cards, and many hints for the preparation of live advertising copy. A collection of short talks, advertising ideas and selling phrases used by the most successful grocery advertisers.

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ALL ORDERS PAYABLE IN ADVANCE.

MacLean Publishing Co.

143-149 University Ave., Toronto

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AS A STEADY SELLER MAPLEINE

is classed with the staple flavors. It ranks high in popularity.

Order from your Jobber, or Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont.; Mason & Hickey, 287 Stanley St., Winnipeg, Man.

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SEATTLE. - WASH.

When writing advertisers, kindly mention having seen the ad. in this paper.

Don't be satisfied with selling ordinary Pot and Pearl Barley—

Ordinary barley will not give that high degree of quality or satisfaction to the customer, or the good profit and good selling satisfaction to the dealer. Why then bother with the ordinary? Get a stock of the real John MacKay Medicated Pot and Pearl Barley, the Standard of the World.

Every bag bears the name John MacKay, with the Highlanders' Head. Accept no other. Order from your wholesaler or direct. Every bag guaranteed or your money back.

John Mackay, Ltd.
Bowmanville, Ont.

A MERRY XMAS

Xmas Table Essentials

In the remarkable successful blending of rich Oriental fruits, appetizing spices and purest Malt Vinegar lies the secret of the success of H. P. Sauce.

French Fruits Glace and Crystallized

Greengages
Angelique
Strawberries
Pineapple
Mirabelles
Assorted
Apricots
Cherries
Limes
Pears
Figs

W. G. PATRICK & CO., Limited

77 York Street, Toronto

MONTREAL WINNIPEG VANCOUVER

Cleans alike, the hardest and most delicate skin

Snap is the friend of the horny hand of the laborer, and the delicately soft hand of the pretty miss.

It removes soil and stain without injuring the skin or irritating it in any way. Snap is antiseptic, healing.

Replenish your Fall Stock.

SNAP COMPANY, Limited
MONTREAL

To the many new customers of "DISTIL" Coffee Essence throughout Canada and to the trade generally we extend the

Season's Joyous Greeting

A British
delight for
over 25 years

22 prize
medals for
quality.

Order direct from

**The Harry Horne Co.,
Toronto,
or
Leadley, Limited,
Winnipeg.**

Agents wanted for Vancouver, Montreal and St. John. Correspond with The Harry Horne Co.

**THE DISTIL MFG. CO.,
LIMITED**

London, Eng.

Greetings to the Trade

from the makers of the soap that **DOES** what it is supposed to do. **Wonderful Soap** washes thoroughly with minimum effort and without injury to even the most delicate fabrics.

It is an excellent seller and pays a good profit.

The Guelph Soap Co.
GUELPH, ONTARIO

BUY

"Redona" and "Matador"
SHELLED

ALMONDS

The most popular amongst the Grocery and Confectionery Trades

COSMELLI & COMPANY

Packers and Shippers of the well-known Red "C" and Red "B" Fruit Pulps.

Monument Buildings, London, England

THE McGREGOR PAPER BAG HOLDER.

HOLDS EVERY SIZE BAG FROM ¼ TO 10 LBS.

hangs right above the counter ready for use. Saves time, space and waste in bags. No hole punching or any extra trouble whatsoever, simply lay the bags in their respective compartments. Quicker service a certainty. No up-to-date store should be without one.

**Selling Agents for Canada:
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21-3 Wellington St. W., Toronto**

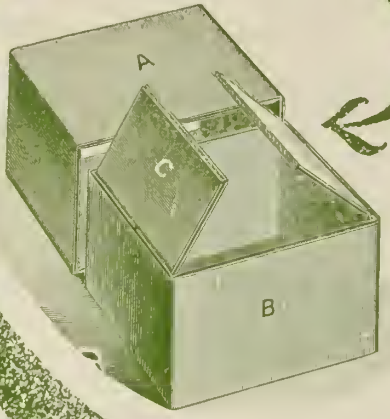
O. P. McGREGOR
Patentee and Manufacturer
411 Spadina Ave., Toronto

Style 75 Cellular Express and Freight Box

half the weight of a light-wood box

Think, Mr. Wholesaler, Mr. Canner, Mr. Packer, what a saving of room in your shipping department can be effected by the use of Thompson and Norris Cellular Express and Freight Boxes. Note the difference in space required for the box "set up" and "knocked down."

There is a box to suit every requirement, boxes that will stand any kind of abuse in transportation. T. and N. Boxes are easier to pack and are half the weight of the same size wooden box. Further details of your shipping proposition on request. The illustration shows only one of our many styles. We furnish a style that best suits your needs. Let us know your requirements. **Write for illustrated catalog.**



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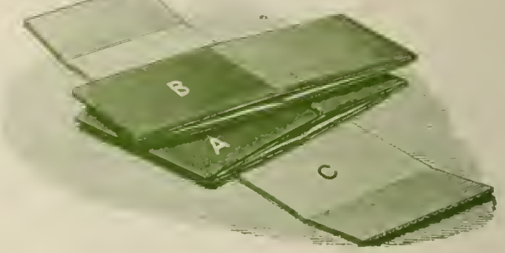

Knocked
down

The Thompson & Norris Co.
of Canada, Limited

Niagara Falls, Ontario **Brooklyn, N.Y.** **Boston, Mass.**
Brookville, Ind. **London, Eng.** **Julich, Germany**

T&N

German Mustard

"**Duesseldorfer Senf**"

Absolutely the best. Unrivalled by any French or English mustard. A fast seller. Put up in cases containing two dozen crock.

Ask your wholesale dealer or write to

Canadian Product & Importing Co.
Berlin - Ontario

D. & J. McCALLUM

PERFECTION
SCOTCH WHISKEY

is known throughout the Canadian trade as the finest flavored Scotch on the market. It hasn't that smoky flavor of most Scotch Whiskies. It represents customer satisfaction and good profits.

Wm. E. McIntyre, Limited
23 Water Street, St. John, N.B.
GENERAL AGENT

RENNIES
SEEDS

PUREST-CLEANEST
MOST RELIABLE
GET CATALOGUE
AT BEST DEALERS
OR DIRECT
TORONTO - MONTREAL
WINNIPEG - VANCOUVER

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The world's best gifts for you

This is the sincere wish we extend to the Grocery trade of Canada. The best gift of all is health and with health comes prosperity, happiness is sure to follow.

Good Luck to all and a Merry, Merry Christmas.

Laporte, Martin,
LIMITEE
Wholesale Groceries, Wines and Liquors
MONTREAL

Twenty Dollars in Prizes

For Best Christmas Windows

YOU have yet plenty of time to enter our Christmas Window Dressing Contest. As long as photograph is mailed before Dec. 31, it will be eligible. Do not overlook description of window on back of photo or on separate sheet.

Each dealer or clerk who enters has an opportunity to win one of the three prizes.

Windows from smaller centres do not compete with those from the larger. There are three prizes for displays from centres under 10,000 population, and three for the others—$5, $3 and $2 in each case, making $20 in all.

One our main desires in conducting this contest from year to year, is to obtain a number of Canada's best displays for reproduction in this paper. This helps everybody because it supplies an exchange of views on good window trimming.

Come in on this contest. You may share in the honor.

Address:

The Editor, The Canadian Grocer

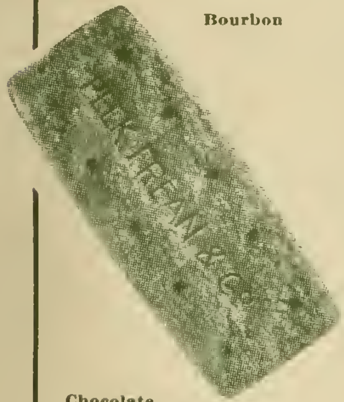
143-149 University Avenue, Toronto

The Connaught

A Princely Biscuit

Pat-a-Cake

Bourbon



Chocolate Sandwich

Ye Billiken

P. F. Short Cake

biscuits from across the "brine"

Peek, Frean **P.F.** London

Peek, Frean's Biscuits are the most toothsome of all. :: ::

Have you tried the famous P.F. Short Cake?

Proof of the popularity of this delicious biscuit is in the fact that about 325,000,000 were sold the year of its introduction. The delightful crispness, the genuine old time short cake flavor and the richness of quality not only sell the first order, but ensure continued demand.

The Connaught

P. F.'s latest introduction—a delicious biscuit—good design, popular name, attractive flavor, striking label. About 48 to the lb. All P. F. Biscuits are shipped in hermetically sealed tin boxes, are always oven fresh. A postal to-day to any agent will bring samples of these lines.

PEEK, FREAN & CO., Limited
Biscuit Manufacturers
LONDON, ENG.

AGENTS: British Columbia—The W. H. Malkin Co., Ltd., Vancouver; Alberta, Manitoba, Saskatchewan, Ruttan & Chipman, Fort Garry Court, Winnipeg; Ontario, The Harry Horne Co., 309-311 King St. W., Toronto; Ottawa and Eastern Canada, Frank L. Benedict & Co., 45 St. Alexander St., Montreal.

Five Roses Flour

Not Bleached Not Blended

This is a Five Roses Christmas, Brother Grocer

For the first time within human memory almost a hundred thousand families will eat their Xmas goodies baked from FIVE ROSES Flour, according to directions in the

FIVE ROSES Cook Book

This beautiful, practical manual is becoming the kitchen bible of Canadian housewives. Not only telling them what flour to use, but how to use it in over 800 tested recipes—and never a failure yet.

Have you seen it, do you appreciate how it is daily confirming your customers in their faith in the flour YOU sell? Over 240 requests in one single day, over 200 flour buyers writing from all over Canada enclosing 10 cents in stamps just to be sure of a copy of the FIVE ROSES cook book — and why? That they may start the FIVE ROSES habit this Xmas that they may bring more profit to those who sell FIVE ROSES. Make the right impression at Christmastide and you are safe the year through. This Xmas will be a happier one on account of this book, it will leave a FIVE ROSES atmosphere in thousands of homes, it will encourage more women to try out more recipes and use more flour. In the satisfaction and encouragement of his clients the wise grocer finds profit and goodwill

FIVE ROSES is packed to suit all requirements, in bags of 7, 14, 24, 49 and 98 lbs. Also barrels of 98 and 196 lbs.

You don't have to sell FIVE ROSES flour unless you realize the opportunity—but ask for a copy of this book just to see the knowledge we have gathered about the consumer's requirements and how we devote all our energies to increasing the retailer's business, the only way to augment our own.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

Montreal Ottawa Toronto London St John Keewatin Winnipeg Vancouver

"The House of Character" *Capacity 11,500 bbls.*

SPECIAL ARTICLE—BUILDING UP A RURAL BUSINESS

CANADIAN GROCER

Only Weekly Grocery Paper Published in Canada.
THE MACLEAN PUBLISHING COMPANY, LTD.

Vol. XXVII. PUBLICATION OFFICE: TORONTO, DECEMBER 26, 1913 No. 52

A Profit Suggestion

Everywhere a growing army of former tea and coffee drinkers now use

POSTUM

Some use it for economic reasons; others, because it is absolutely free from caffeine, the harmful drug in tea and coffee.

People like Postum, and they buy what they like. This means good steady profit for the grocer who supplies the demand.

Postum now comes in two forms.

REGULAR POSTUM is the kind most grocers have sold for years.

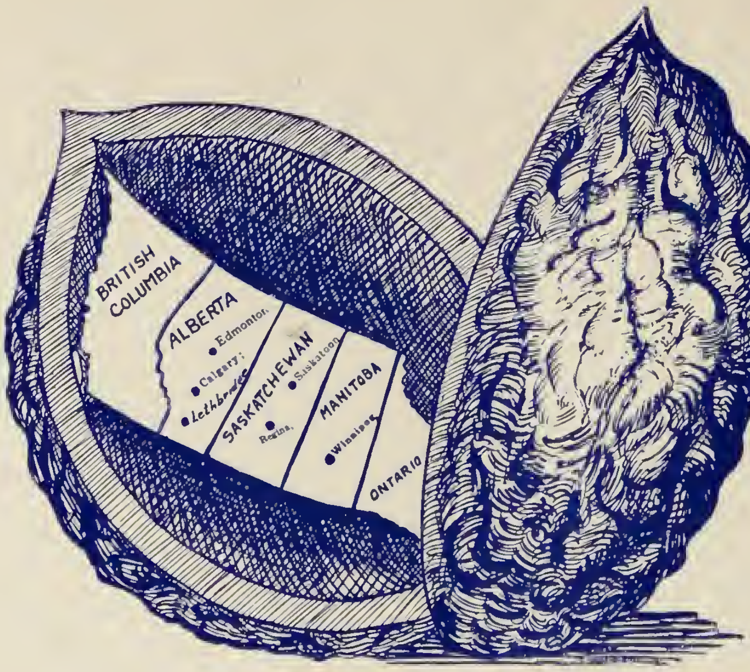
INSTANT POSTUM (the new form) is soluble in hot water. It is made in the cup instantly—and mighty convenient.

Both kinds of Postum are attractive and safe for grocers, because continuous advertising moves them quickly, and the sale of every package is guaranteed.

Postum deserves your selling attention

"There's a Reason"

Canadian Postum Cereal Co., Limited, Windsor, Ont.



The meat of the nut

Here it is, all ready for you to share, the meaty, profitable deliciousness of the best portion of all the Western Hemisphere—reached through the Nicholson & Bain sales forces.

We help Manufacturers and shippers to get a big share of the big business doing in this large and profitable country.

Our sales forces, well distributed warehouses and unsurpassed shipping facilities enable us to place your goods on this large market, to even better advantage than you could with your own travellers.

Our travellers call personally and cover the entire Western territory regularly, and the strategic location of our large warehouses insures prompt service to your customers.

Write us for terms and particulars and let us know your lines. We will crack the nut for you and help you get a big share during 1914.

Nicholson & Bain, Wholesale Commission Merchants and Brokers

HEAD OFFICE—WINNIPEG, MAN.

REGINA SASKATOON EDMONTON CALGARY LETHBRIDGE

THE Christmas rush has depleted a good many of your lines—when next ordering be sure you get highest quality products. You have a double guarantee of quality if you insist on getting the products advertised on this page. The integrity of the manufacturer and our personal guarantee are behind these lines. They will insure you success during 1914.

Griffin & Skelley's Dried Fruits.
Taylor's Peels (Candied or Drained).
Cox's Gelatine.
Stower's Lime Juice Cordial.
Codou's Macaroni, Vermicelli, Etc.
Cocoa Fruitine, a vegetable butter.
Thistle Brand Haddies and Herring.
"Le Calice" Castile Soap,
Etc., Etc., Etc.

Arthur P. Tippet & Company

Agents
Montreal, Quebec

Make your first 1914 Jam orders E.D.S. Brand

It will be a right start with a pure, genuine fruit product. E.D.S. Pure Jams and Jellies will give your customers full satisfaction throughout the entire year, and will make the new year a success in profits and sales.

Made only by

E. D. SMITH & SON
LIMITED
WINONA, ONTARIO

AGENTS:—NEWTON A. HILL, Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J GIBBS, Hamilton.

New Year Resolution

"I'll get my fish department opened up right away and start off 1914 with a bang."

Fish

is just as profitable a line as any you handle, and needs a great deal less selling effort.

The demand is ready. Make your supply steady.

Ocean Brand

Haddies Kippers Bloaters Fillets

are a few of our leaders. Remarkable quality. Just North Atlantic Ocean products done up in an experienced way by experienced men.

Open Your New Year Account
With a Fish Account.

North Atlantic Fisheries Limited
MONTREAL

1914

THE light of 1914 prosperity promises to shine more brightly than ever on the *Borden,* "leaders of quality" Milk Products.

Keep your stock well up.

Borden Milk Co., Limited
"Leaders of Quality"
MONTREAL
Branch Office: No. 2 Arcade
Building, Vancouver, B.C.

Chocolates

Made by **Bond, Limited,** Bristol, England

are the high-water mark of quality

Pastelles and Gums

Made by **Carsons, Limited,** Glasgow, Scotland

are an ideal combination of pure fruit and gums.

MESSRS. DAVIDSON, McBEAN & CO., LTD.
86 Wellington Street West, Toronto

have a full range of samples on show in their sale-room.

Wholesale Grocers and Importers to the West

PACKERS AND MANUFACTURERS OF "ROYAL SHIELD" BRAND GOODS., ETC., ETC., ETC., ETC.

Campbell, Bros. & Wilson, Ltd. WINNIPEG (Established 1882)	**Campbell, Wilson & Adams, Ltd.** SASKATOON
Campbell, Wilson & Horne, Ltd. CALGARY, EDMONTON, LETHBRIDGE	**Campbell, Wilson & Strathdee, Ltd.** REGINA

Twenty-six and a half cents on every dollar is yours

Every dollar you invest in "Richards' Quick-Naptha" and "Richards' Pure Soap" will give you a net profit of 26½c, to say nothing of the tremendous satisfaction you will give your patrons with every sale.

This satisfaction means a growth of your soap business and incidentally the development of your other departments. Housewives appreciate the superior quality of these soaps—they are economical and very effective without much rubbing.

Sold through the wholesale trade.

Cleave's

DEVONSHIRE CREAM

Chocolate

Unrivalled!
Quality—A. 1.
Turn-out—Attractive
Profit—Good

ENTIRELY NEW 5 CENT LINES

JOHN CLEAVE & SON, LIMITED
CREDITON, DEVON, ENGLAND

Write for Prices to Wholesale Agents
FRANK DAVY & CO., 6 St. Sacrament St., Montreal

An Appetizer

that will help swell your 1914 sales and profits—Paterson's Worcestershire Sauce, the old reliable.

Stock it now.

ROWAT & CO.

GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:

Snowdon & Ebbitt, 235 Coristine Building, Montreal, Quebec. Ontario Manitoba and the Northwest: F. K. Warren, Halifax, N.S. J. A. Tilton, St. John, N.B.: C. E. Jarvis & Co., Vancouver, B.C.

Brunswick

Brand Sea Foods

WILL WIN FOR YOU a larger and more profitable fish trade. The high quality of "BRUNSWICK BRAND" SEA FOODS has produced a large trade, which, combined with conscientious business methods, is constantly increasing. When the dealer sells Connors Bros.' Brands he is selling goods that have proven winners with the general public.

Located close to the fishing grounds, we get the pick of the fishermen's catches—the plant is modern and strictly sanitary, and is operated under the most ideal conditions. "BRUNSWICK BRAND" SEA FOODS come perfect to the consumer.

Our Chief Sellers:

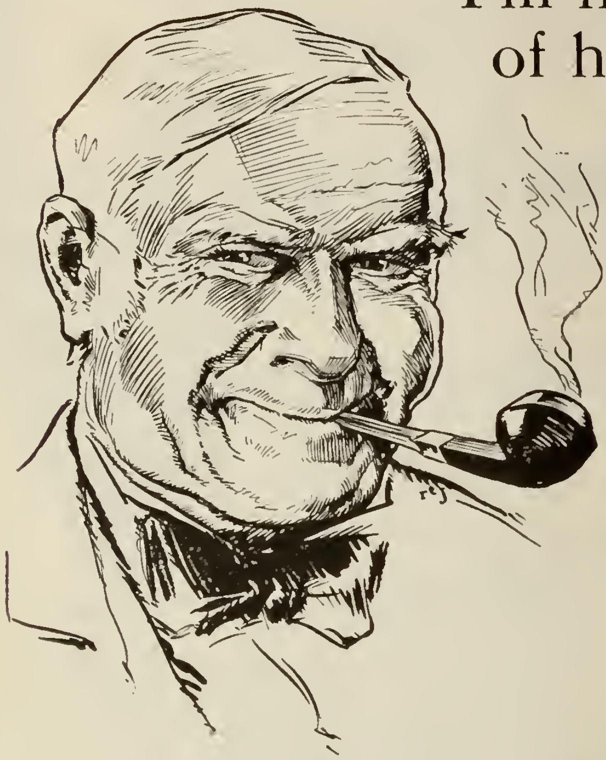
¼ Oil Sardines	Kippered Herring
¾ Mustard Sardines	Herring in Tomato Sauce
Finnan Haddies (oval and round tins)	Clams
	Scallops

CONNOR BROS., LIMITED

Black's Harbor, N.B.

AGENTS:—Grant, Oxley & Co., Halifax, N.S.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec, P.Q.; Leonard Bros., Montreal, P.Q.; A. W. Huband, Ottawa, Ont.; A. E. Richards & Co., Hamilton, Ont.; J. Harley Brown, London, Ont.; C. de Carteret, Kingston, Ont.; James Haywood, Toronto, Ont.; Chas. Duncan, Winnipeg, Man.; Shallcross, Macaulay Co., Calgary, Alta.; Johnston & Yockney. Edmonton, Alta.; Shallcross, Macaulay Co., Victoria. B.C.

THESE FISH ARE SUFFICIENTLY COOKED AND MAY BE EATEN COLD
BRUNSWICK BRAND
HERRINGS IN TOMATO SAUCE
Breakfast Delicacy
CONNORS BROS LTD
Diploma awarded at St John Exhibition 1883
THEY SHOULD NOT BE LEFT IN THE TIN AFTER IT IS OPENED



Fill high the bowl of his generous "briar"

If you have not a tobacco department in your store you should look into the possibilities that it affords. In the first place, you can get the men coming as well as the women. In the second place, if you keep favorite blends such as T & B Myrtle Cut you will find the men having their weekly tobacco included in the regular grocery order. "Our Seal," "Orinoco," and "T & B" Myrtle Cut please the young smoker, the average smoker and the hardened veteran. Fill up the pipe of the Veteran with T & B Myrtle Cut and you'll bring out the satisfied smile.

Order from your wholesaler.

TUCKETT LIMITED

Hamilton, Ont.

PURITY SALT

Should Go Into Every Basket of Orders That Leaves Your Store

When salt is asked for give the customer "Purity," it's everything its name implies. It satisfies the customers every time and allows you a liberal profit. Insist on getting it — recommend it to your patrons.

THE
Western Salt Co.
LTD.

COURTRIGHT.
ONT.

Every Pound of Anchor Brand Flour

has character in every ounce

because extreme care, watchfulness, ability, integrity, the most modern equipment and only the choicest Western Spring Wheats form the complement that obtains the highest possible quality every day in the year.

The most searching analysis and tests make uniformity certain.

As rapidly as people learn all the facts about **Anchor Brand Flour,** they are satisfied only with this Brand.

Anchor Brand Flour is better because the trouble and expense are taken to make it better.

Standard Prices—Worth More.

Free samples for Missourians will be sent to Dealers and Bakers for distribution.

Leitch Brothers' Flour Mills, Ltd.

Oak Lake,, Manitoba

On the one side

of fleeting time we have the past—the year just closing. To many it has meant success, to others the reverse. Success to many Grocery Dealers was the direct result of handling high quality lines that allowed a good margin of profit and could be sold at a reasonable price. In *Baked Beans, "Simcoe" Brand* proved the leader in quality, quantity, profits and sales.

Now let us pass on to

The other side

The new year comes clear and beautiful with its promise of prosperity and success which every dealer has opportunity to share. It means just a glance at the past to see what lines have proven their worth.

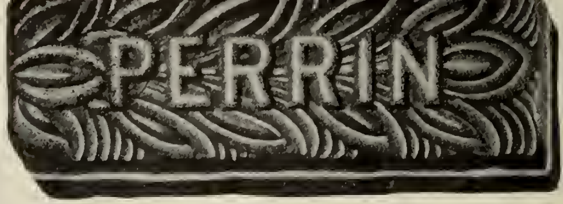
"Simcoe" Brand Baked Beans have proven their absolute quality, deliciousness and profitableness. They are a success and make success. Successful dealers know. Start them going with the new year.

Dominion Canners, Limited
Hamilton, Canada

Three more **Perrin** profit makers

Billiken, whose perpetual smile is a reminder of how good he is.

Shortcake, a rich semi shortbread, that will satisfy the most exacting.



Chocolate Savoys, a chocolate flavored biscuit with a delicious chocolate cream filling.

Order a supply now.

D. S. Perrin & Company
Limited
London, Canada

British Columbia
COHOE
SALMON

"WALRUS" BRAND

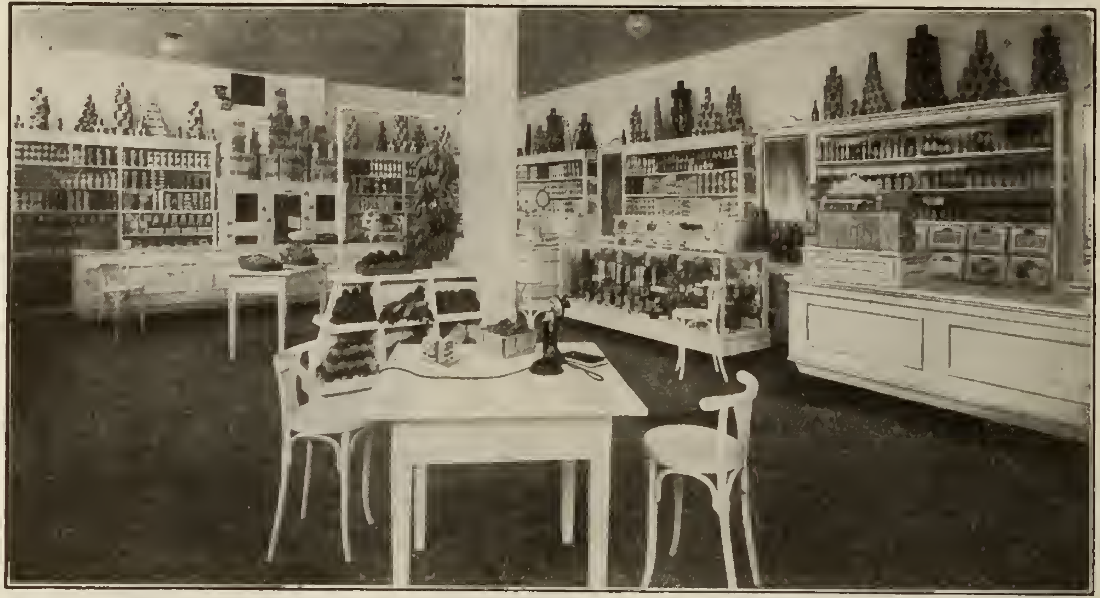
The Kind
Your Customers
Come Back For.

Anglo-British Columbia Packing Co., Ltd.
H. BELL-IRVING & CO., Ltd., Agents
VANCOUVER, B.C.

Greetings

The makers of the popular A. 1. Sauce extend to you the Season's Heartiest Greetings.

BRAND & CO., LIMITED
Purveyors to H. M. the late King Edward VII.
MAYFAIR, - - LONDON, ENG.
NEWTON A. HILL, 25 Front Street East, TORONTO.
H. HUBBARD, 27 Common Street Street, MONTREAL
McLEOD & CLARKSON, VANCOUVER



Store of J. E. B. Wilkinson, Saskatoon, Sask.

More display space Every dealer knows the value of good display of goods He knows too, that a mixture of boxes, baskets, etc., piled around is not pleasing and does not attract customers—it drives them away. Why not make your store inviting and make shopping and serving a pleasure by installing a **"WALKER BIN" SYSTEM?** It will save 25% of your floor space, improve your service, and increase your selling efficiency 100%. Think it over. We manufacture the best in show cases and refrigerator counters. Write for illustrated catalog and estimates.

WALKER PATENTED BINS

Walker Bin & Store Fixture Co.
LIMITED
BERLIN ONTARIO

REPRESENTATIVES:
Manitoba: Watson & Truesdale, Winnipeg, Man.
Northern, Sask.: North-West Specialty Co., Saskatoon, Sask.
Southern Sask. and Alta.: J. N. Smith, Box 695, Regina, Sask.
Vancouver: Western Plate Glass Co., 318 Water St.
Montreal: W. S. Silcock, 33 St. Nicholas Street.
Maritime Provinces: R. R. Rankine, 4 Wright St., St. John, N.B.

WALKER PATENTED BINS

Length, 425 feet. Height, 115 feet. Depth, 120 feet.
Capacity: 200,000 Barrels a year.

THE FRONTENAC BREWERIES, the finest, largest and best equipped in Canada

Convinced that the time has come for Canada to possess a large, modern Brewery, equipped for the production of beer to equal the best imported beers—a group of Canadian business men—after devoting three years of study and effort — helped by experts and with large Capital at their disposal—have erected and equipped the monumental brick, steel and cement brewery buildings, located opposite Mile End Station—which will be known as

THE FRONTENAC BREWERIES

This model Brewery, in charge of expert brewers, now produces

FRONTENAC BEER

The Peer of the best imported Beers. Domestic in price—Imported in quality.
Frontenac Beer on sale October 21st.

THE FRONTENAC BREWERIES LIMITED, MONTREAL

QUALITY

PURITY
and
PALATABILITY
combined with
REASONABLE COST
are what make

CLARK'S PORK and BEANS
Your Best Sellers

Careful selection of the highest grade Beans, the purest spices and sauces, the most perfect system of cooking, coupled with thorough and extensive advertising methods, make CLARK'S products a valuable asset to every up-to-date grocer.

Every Can Guaranteed

W. CLARK, LIMITED, MONTREAL

Tartan BRAND
THE SIGN OF PURITY

MAY your joys not end with Christmas day, but may they be reflected ten-fold throughout 1914. We wish you all the best of luck, health and prosperity throughout the New Year.

Balfour, Smye & Co., Wholesale and Manufacturing Grocers **Hamilton**

OLD CALABAR

DOG AND PUPPY BISCUITS

Agent—KENNETH H. MUNRO, Montreal

BUY

STARBRAND

Cotton Clothes Lines

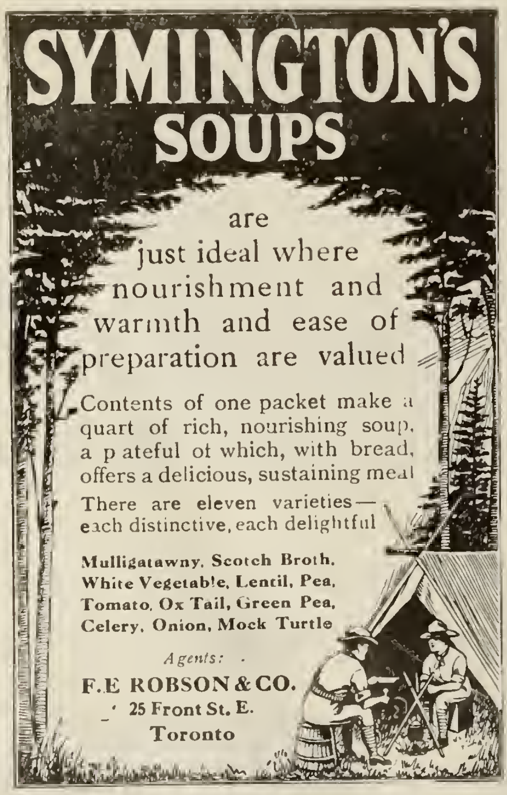
AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers

SEE THAT YOU GET THEM



SYMINGTON'S SOUPS

are just ideal where nourishment and warmth and ease of preparation are valued

Contents of one packet make a quart of rich, nourishing soup, a plateful of which, with bread, offers a delicious, sustaining meal

There are eleven varieties—each distinctive, each delightful

Mulligatawny, Scotch Broth, White Vegetable, Lentil, Pea, Tomato, Ox Tail, Green Pea, Celery, Onion, Mock Turtle

Agents:

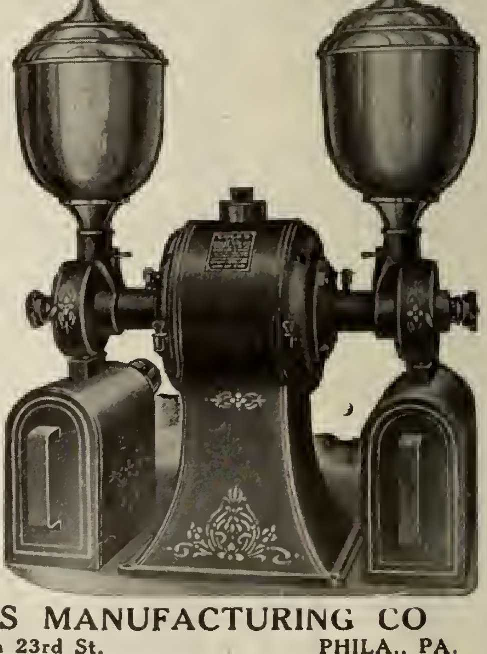
F.E ROBSON & CO.
25 Front St. E.
Toronto

More Than Ever in a Class by Itself

One of our 12 new models. Wouldn't it be a good idea then to look into the Coles? It ranks with the best and meets your price.

26 models of electric machines.

Makers of Hand Coffee Mills for twenty-five years.



COLES MANUFACTURING CO

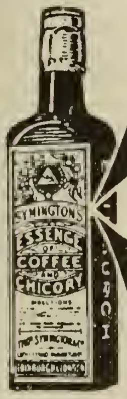
1615 North 23rd St. PHILA., PA.

AGENTS: Chase & Sanborn, Montreal; The Codville Co., Winnipeg; Todhunter, Mitchell & Co., Toronto; James Turner & Co., Hamilton, Ontario; Kelly, Douglas & Co., Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

St. Lawrence

Extra Standard Granulated

The sugar that is 100% pure cane. Have you tried our dollar bags?


SYMINGTON'S
ESSENCE OF COFFEE AND CHICORY

Your stock is not complete without

SYMINGTON'S COFFEE ESSENCE

The already large demand is fostered by continuous up-to-date advertising, and your customers—appreciating the excellent quality, pure flavor and extreme handiness of Symington's Coffee Essence—wi become regular users.

Remember there is no other Coffee Essence to equal SYMINGTON'S, and write for prices, showcar and full particulars to-day.

Thos. Symington & Co, Edinburgh and London

AGENTS:—Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F L. Benedict & Co., Montreal. Vancouver—Messrs. Shallcross, Macaulay & Co.

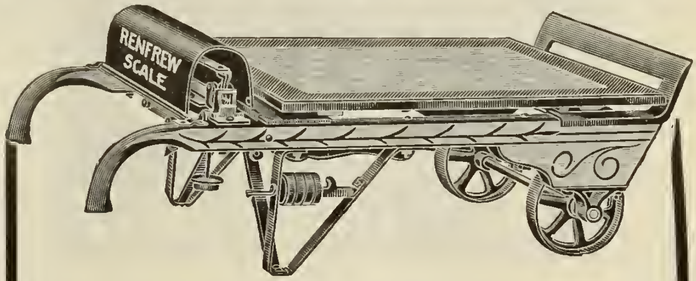
"Yes Ma'am

WINDSOR

is the best

Table Salt

we handle



So Very Handy

Here is a scale you can wheel around and weigh goods anywhere you please. Weights accurately, even if floor or ground is uneven.

The Renfrew Truck Scale

also practically mounts its own load up to say 600 lbs. If you want to weigh a heavy box, for instance, you shove the nose of the truck under the box, give the handles a press, and up comes the load. Weighs anything from 1 lb. to 2,000 lbs. Strong and substantial, yet not heavy nor cumbersome like a platform scale. Write for descriptive booklet and price.

The Renfrew Machinery Co.
LIMITED
RENFREW, ONTARIO

CENTURY SALT

We extend to you the heartiest well-wishes of the season

THE DOMINION SALT C^O LIMITED
SARNIA ONTARIO

Superlative Quality Consistently Maintained

Malcolm's preserved milk products are noted for their high and unvarying quality—only the richest and purest cow's milk being used.

Grocers should tone up their stocks with the Malcolm lines. Your customers will appreciate them.

Order from your wholesaler or direct from the factory. Delivered in 5-case lots to any point in Ontario or East of Halifax. We will prepay freight up to 50c per 100 lbs.

St. George Evaporated Milk, 4 doz. in case	$3.60
Princess Condensed Milk, 4 doz. in case	4.50
Banner Condensed Milk, 4 doz. in case	5.25

J. Malcolm & Son, St. George, Ont.

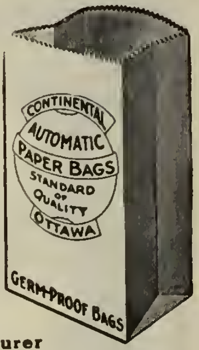
MOTT'S "Elite" Chocolate

is the ideal chocolate for cooking and drinking purposes. Is especially suitable for icing cakes, making fudge, etc. Your customers want and should be given only the best—**MOTT'S**

JOHN P. MOTT & CO.
MANUFACTURERS
HALIFAX, NOVA SCOTIA

Any of these firms will supply you

Continental Germ-Proof Grocery Bags



Reinforced Automatic Opening,
Square bottoms.

Guaranteed by the manufacturer

DISTRIBUTORS:

ONTARIO—The Continental Bag & Paper Co., Ltd., Ottawa and Toronto. Walter Woods & Co., Hamilton.
MANITOBA, ALBERTA, SASKATCHEWAN—Walter Woods & Co., Winnipeg.
NOVA SCOTIA, PRINCE EDWARD ISLAND, CAPE BRETON ISLAND—Thomas Flanagan, Upper Water Street, Halifax.
NEW BRUNSWICK—J. Hunter White, Agent, North Market, St. John.
BRITISH COLUMBIA—Smith, Davidson & Wright, Ltd., Vancouver.
QUEBEC PROVINCE—The Continental Bag & Paper Co., Ltd., Montreal.

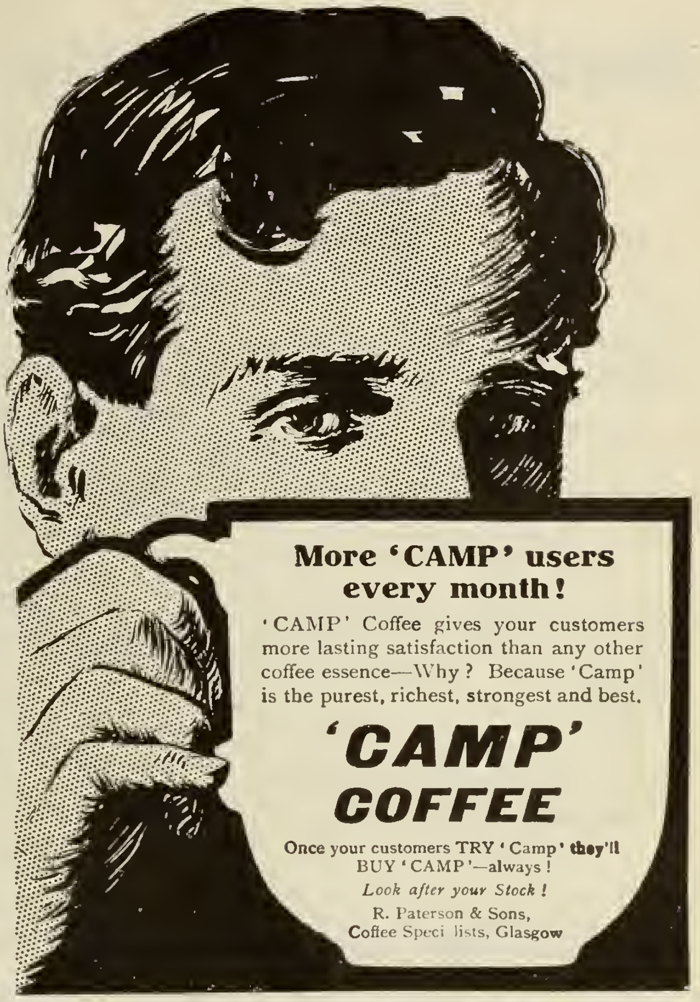
IRISH MILK

From Ireland
a 10 cent line

50 thousand cases Swiss Dairy Brand (Sweetened). At $3.85 per case of four dozen one-pound tins. Delivered any point east of Port Arthur for import order of not less than 25 case lots, quality guaranteed. Send for sample.
Terms 60 days from date of shipment.
We always carry a large stock at Toronto.

Kirkwood & Sons

176 Dupont St., Toronto,
For all of Canada



More 'CAMP' users every month!

'CAMP' Coffee gives your customers more lasting satisfaction than any other coffee essence—Why? Because 'Camp' is the purest, richest, strongest and best.

'CAMP' COFFEE

Once your customers TRY 'Camp' they'll BUY 'CAMP'—always!

Look after your Stock!

R. Paterson & Sons,
Coffee Specialists, Glasgow

PERSISTENCY IN ADVERTISING

One stroke of a bell in a thick fog does not give any lasting impression of its location, but when followed by repeated strokes at regular intervals the densest fog or the darkest night can not long conceal its whereabouts. Likewise a single insertion of an advertisement—as compared with regular and systematic advertising—is in its effect not unlike a sound which, heard but faintly once, is lost in space and soon forgot.—*Printing Art.*

Manufacturers' Agents and Brokers' Directory

The Canadian market is over three thousand miles long and extends from the peach belt to the Arctic Ocean. Manufacturers and merchants can not hope to cover this market satisfactorily or get the best out of their Canadian opportunities without the assistance of local agents. The following firms in all parts of Canada are prepared to act as agents for good lines. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.

ONTARIO.

Brantford Cold Storage Co.
LIMITED
Wholesale Produce Merchants
If you are in need of
HONEY
In any quantity write us for quotations
BRANTFORD, ONT.

Headquarters for White Beans and Evaporated Apples.

W. H. MILLMAN & SONS
Wholesale Grocery Brokers
Toronto, Ont.

W. G. PATRICK & CO.
Limited.
Manufacturers' Agents
and Importers
77 York St. - Toronto

The
Condensed Ad.
page
will interest you

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Morrow & Co. 39 Front St. E., Toronto
We have in stock ready for immediate shipment in any quantities to jobbers only: Rolled Oats, Oatmeals, Rolled Wheat, Pot and Pearl Barley, Split Peas, Cornmeal, Graham and Whole Wheat Flour, Buckwheat Flour and Grits, Wheatlets, Farina, Blue Peas, Rye Flour, Pea Meal, Hominy Grits, Pearl Hominy, Corn Flour, etc., etc.
Write for prices.

HENRi de LEEUW
Merchandise Broker,
28 Front Street East, Toronto.

I solicit agencies for the following lines: Peas, Beans, Canned Goods, Apples, Corn, Oats, etc. First-class references given all over the world.

WESTERN PROVINCES.

H. P. PENNOCK & CO.,
LTD.
Wholesale Grocery Brokers & Manufacturers' Agents.
WINNIPEG
We solicit accounts of large and progressive manufacturers wanting live representatives.

G. C. WARREN, REGINA, SASK.
IMPORTER, WHOLESALE BROKER and MANUFACTURERS' AGENT.
Trade Established, 15 Years
Domestic & Foreign Agencies Solicited
Warehouse: 1313 Garnet St.

When writing advertisers, kindly ention having seen the ad. in this paper.

W. H. Escott Co., Ltd.
Wholesale
Grocery Brokers
181-183 Bannatyne Ave.
Winnipeg, Canada
Branches Covering
All the Wholesale Centres in the West

You Won't Need the Law

to collect your accounts. We will do it at less cost to you. We collect accounts anywhere in Canada and the United States. If you have any old accounts it will pay you to get in touch with us.
Special forms sent on request.

Write To-day

The Nagle Mercantile Agency
Westmount, Montreal, Que.

WESTERN PROVINCES—Continued.

WATSON & TRUESDALE
Wholesale Commission Brokers and Manufacturers' Agents
WINNIPEG - MAN.
Domestic and Foreign Agencies Solicited.

H. G. SPURGEON
WINNIPEG
Wholesale Broker and Manufacturers' Agent
Canadian, British and Foreign Agencies Solicited.
230 Chambers of Commerce.
P.O. Box 1812.

FRANK H. WILEY
WHOLESALE COMMISSION MERCHANT
and
GROCERY BROKER
757-759 Henry Ave., WINNIPEG

RUTTAN & CHIPMAN
WHOLESALE GROCERY BROKERS
and
MANUFACTURERS' AGENTS
Fort Garry Court, Main Street.
Winnipeg - Canada

SIMPSON PRODUCE CO. Winnipeg Man.
Will be pleased to discuss with agents or manufacturers of Bakers', Butchers' or Grocers' specialties, the introduction of their lines to the Prairie Provinces—we go direct to the trade or through the Jobbers.
Dealers in High Class Produce and Provisions.
Simpson Produce Co. 248-252 Princess St
Winnipeg, Man.

AS A STEADY SELLER

MAPLEINE

is classed with the staple flavors. It ranks high in popularity.

Order from your Jobber, or Frederick E. Robson & Co., 25 Front St. E., Toronto, Ont.; Mason & Hickey, 287 Stanley St., Winnipeg, Man.

The Crescent Mfg. Co.
SEATTLE, - WASH.

Manufacturers' Agents and Brokers' Directory

(Continued.)

BRITISH COLUMBIA.

O'Loane, Kiely & Co., Ltd.
WHOLESALE GROCERY BROKERS
CANNED GOODS, DRIED FRUITS, ETC.
CANNED SALMON A SPECIALTY
We cover British Columbia and Alberta
Head Office - - Vancouver, B.C.
Reference : The Bank of Montreal.

The CAMPBELL BROKERAGE CO.
Manufacturers' Agents and Commission Brokers.
We have our own warehouse and trackage. Shipments stored and distributed. Can give special attention to a few good agencies.
857 Beatty Street . Vancouver B. C.

Importers and Agents Wanted in Canada for
FINCH'S PATENT FLY CATCHERS,
OLD COUNTRY TOFFEES, ETC
APPLY
EDWARD KIDD & CO.
1090 Hamilton Street, Vancouver, B.C

WORLD RENOWNED
C.F.St.&C°
BRAND STUHR.

STUHR'S
GENUINE CAVIARE,
FILETS D'ANCHOIS
(naturels),
ANCHOVY PASTE.

"Please ask for our offer."

C. F. STUHR & CO., HAMBURG.

OAKEY'S
The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.
'WELLINGTON'
KNIFE POLISH
JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.
Wellington Mills, London, England

NEWFOUNDLAND.

E. O. CORNISH
COMMISSION AGENT
Canned Goods a Specialty
821 Pender St. W., Vancouver, B.C.

SPLENDID CONNECTION
Amongst the Jobbers and Retailers
I am open for a few more agencies, and can handle them to advantage.
Have You a Line of Candy Gross Goods?
CLAUDE BEAUCHAMP
223 Commissioners St., Montreal

T. A. MACNAB & CO.
ST. JOHN'S NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's. Codes: A, B, C, 5th edition, and private.

HARRY C. DRURY,
Apiarist's Broker.
Absolutely Pure Honey in every size package and Honey in the Comb. Very fancy stock, in 1½ doz. boxes with glass front. Write or telephone 2949.
HARRY C. DRURY, 301 and 303 York St., Hamilton.

When writing advertisers kindly mention having seen the ad. in this paper.

A want ad. in this paper will bring replies from all parts of Canada.

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER CO., 138 Front Street, New York

Every Merchant who handles—

Mathieu's Nervine Powders

MATHIEU'S
NERVINE POWDERS
For Headache and Neuralgia
Contain no Opium, Morphine or Chloral.
One powder will relieve and a few powders will cure you,
If you have a bad headache,
If you are feverish,
If you do not sleep well,
If you are nervous,
If you have LaGrippe,
If you suffer from neuralgia.
These powders are very good for children cutting their teeth.
18 Powders for 25 cents
DIRECTIONS

knows that they sell themselves. So effective are they in all cases of headaches that when once tried they are immediately recommended. Every merchant can with perfect safety recommend Mathieu's Nervine Powders as a perfectly safe and harmless remedy in all cases of headaches. Any merchant may try Mathieu's Nervine Powders at our expense, as per coupon attached. *Mathieu's Syrup of Tar and Cod Liver Oil is a specific in all forms of colds.*

The
J. L. MATHIEU CO.
Proprietors
Sherbrooke, P.Q.

Please send regular box of Mathieu's Nervine Powders to the following address:—
Name ....
With (Name of firm) ....
Street ....
City or town ....Prov..........

A
Prosperous
New Year

and

Best Wishes

to our
numerous customers
and friends

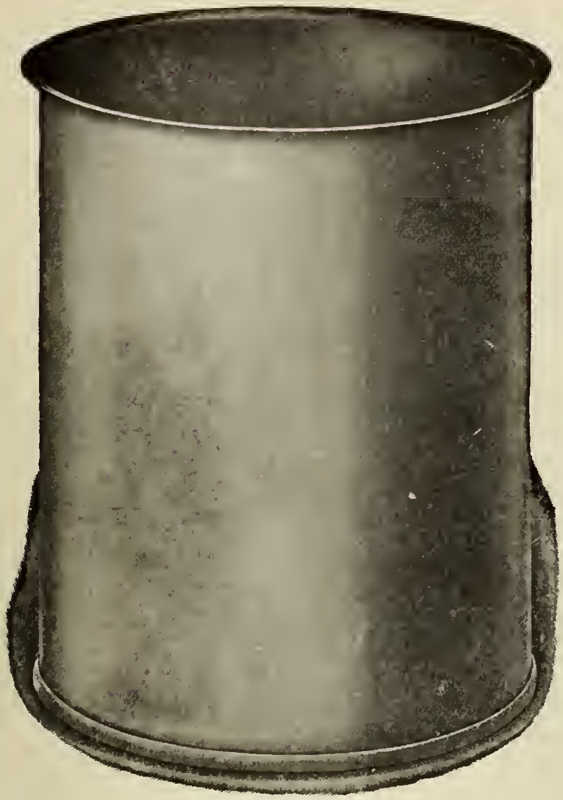
Happiness, Prosperity and Good Health

May our relations be as cordial in 1914
as in the past

L. Chaput, Fils & Cie, Limitée

Wholesale Importers, Groceries, Wines and Liquors

2, 4, 6, 8, 12 and 15 DeBresoles Street, Montreal



Sanitary Cans

"The Can of Quality"

Baked Beans,
Soups,
Meats and Milk.

Sanitary Can Co., Ltd.,

NIAGARA FALLS, ONT.

From the big Forest City House of Quality and Square Dealing

"CLUB HOUSE" BRAND

SPANISH OLIVES

The finest Seville Olives, pure brine, made with healthful water from our own Artesian well, form the basis of the most satisfactory Olive business you can get—this is the "Club House" formula.
Put up in different sizes of bottles. Satisfaction guaranteed.

Send for a Trial Order.

Gorman, Eckert & Co., Ltd.

London, Ontario

Western Selling Agents
MASON & HICKEY
WINNIPEG

The always reliable in results-"COW BRAND"

No other soda on the market is so well known by the good housewife as is "Cow Brand." It is famous for its absolutely sure results, its strength, its purity. Recommend it to all.

Stock up, our jobber has it.

CHURCH & DWIGHT

Manufacturers LIMITED

MONTREAL

JAPAN TEAS

Furuya & Nishimura

John Wanamaker says that advertising doesn't jerk—it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.

Pacific Coast Halibut and Salmon

FRESH AND FROZEN

Order your Pacific Coast Frozen Halibut and Salmon for next Winter's requirements from

The Canadian Fishing Company, Limited

VANCOUVER, BRITISH COLUMBIA

Write for prices and information.

We produce and ship all kinds of Pacific Coast Fish—Fresh—Frozen —Salt—and Smoked.

Quality and Service Unsurpassed

EUREKA

Patented Dry, Cold Air System

has been used exclusively by the Eureka Refrigerator Company with the best of success for the past 28 years, and the thousands of Eureka Refrigerators in use giving complete satisfaction is the best evidence that they are without an equal to-day. It will pay every Butcher and Grocer to have one of them in his store.

Eureka Refrigerator Co., Ltd.

54 Noble Street, Toronto

Montreal Representative :
JAMES RUTLEDGE - Telephone St. Louis 3076
Distributing Agents, WALTER WOODS & CO., Winnipeg.

Twenty Dollars in Prizes

For Best Christmas Windows

YOU have yet an opportunity to enter our Christmas Window Dressing Contest. As long as photograph is mailed before Dec. 31, it will be eligible. Do not overlook description of window on back of photo or on separate sheet.

Each dealer or clerk who enters has an opportunity to win one of the three prizes.

Windows from smaller centres do not compete with those from the larger. There are three prizes for displays from centres under 10,000 population, and three for the others—$5, $3 and $2 in each case, making $20 in all.

One our main desires in conducting this contest from year to year, is to obtain a number of Canada's best displays for reproduction in this paper. This helps everybody because it supplies an exchange of views on good window trimming.

Come in on this contest. You may share in the honor.

Address:

The Editor, The Canadian Grocer

143-149 University Avenue, Toronto

No Bitter Flavor To These

When you hear a housewife complain that the mustard is bitter you can rely upon it that it is neither

COLMAN'S or KEEN'S MUSTARD

IN SQUARE TINS

They are always uniform in quality and flavor and of superior strength. The trade demands the best; these brands supply it.

Magor, Son & Co., Limited
Agents for the Dominion of Canada
403 St. Paul Street, Montreal
Toronto Office, 30 Church Street

Christmas Cheer

Puddings—Sauces—Pies—Taffy — Sweetmeats—these delicacies hold sway just now.

Crown Brand Corn Syrup

will help Madam Housewife in her Holiday Cooking—

We will send your customers Recipe Books if they write direct or if you send in their names.

Swell your Crown Brand Sales this month.

THE CANADA STARCH CO.
LIMITED
MANUFACTURERS OF THE
EDWARDSBURG BRANDS
Cardinal and Brantford
Montreal, Toronto, Calgary, Vancouver

Keeping the Home Trade at Home

The Actual Experience of a Western Ontario Firm Which Succeeded in Cutting off Practically all Outside Buying—Names Only Are Fictitious.

“We are not getting as much of their trade as we should.”

BUSINESS was rather slack with James Reynolds a few years ago when he took his son Frank into partnership. His establishment was located in a comparatively fair-sized village in Western Ontario in the heart of a good fruit and farming district, and as he conducted a general store, he should have been fairly prosperous long before.

Frank Reynolds had taught school in a country district for three or four years, and being of an observant turn of mind had given some thought to conditions there. Often when chatting over the counter with the general merchant in the district where the school was located, he had heard complaints about what the mail order houses of the big cities were doing to the trade of the community. People there were, constantly telling the merchant that they saw this and that in the mail order house catalogue, how it was cheaper, etc., etc.

The Partnership Formed.

So it came about when Frank got tired of teaching school and his father suggested that he join the business, he agreed, believing himself capable of putting new life into things and of overcoming the gradual decline of trade.

For a month or two business ran along in the same old groove with perhaps a little improvement due to the somewhat improved service; for the son was a live, aggressive young man, polite and courteous and willing to please.

But between times he had been watching and thinking.

“Say father,” he said one evening, just before closing time, “can we not prevent so many people driving over to S——— and N——— every week. In the past month I have noticed a great many going over to one or the other of those towns. Some of them stop and ask us to get ready for them or send them some sugar, nails, or overalls, but it is plain that we are not getting as much of their trade as we should.”

One town was 4½ miles away and the other 7.

“That is quite true, Frank,” replied the father, “but how are we to stop it? We carry just as good goods as the dealers there and our prices are no higher. Where lies the remedy?”

Eliminate the Cause.

“I think I see one,” said Frank. “Why cannot we buy those things that these people go there for. Either you or I drive to S——— every Thursday. We have to go anyway for our own supplies and we might just as well get anything extra our customers want. That will give us a good opportunity to know their wants and we shall in future be able to serve them better.”

“Go on,” observed James Reynolds, dubiously.

“My scheme is this,” persisted Frank. “Let us each Wednesday ask our customers if there is anything they want from S——— this week. Tell them that we are going over to-morrow with the large rig and if we can be of any service to them we shall gladly render it. Our plan should be to purchase what they want and bring back the receipted bill just as we get it. They will then see that they pay us just as much as and no more than they would to the merchant in S——— if they had gone themselves.”

“Now, there is the Jones Fur Co., the S——— Furniture Co., Henry Farley, the harness man, and so on. Surely we could arrange with these men and others for a discount off the regular price of the goods if we give them the exclusive trade of our customers in those particular lines.’

The father began to see some logic in his son’s plan and after further discussion of the project it was decided that Frank, on his next Thursday’s trip should determine what he could do.

Arranged for 10 P.C. Commission.

The results of the scheme were better than anticipated. Frank arranged with the biggest merchant in the town—in lines which did not conflict with the general stock of the Reynolds store—for a 10 per cent. commission. One dealer was selected for furs, another for furniture; one for notions, novelties, etc.; a fourth for the more expensive boots and shoes, and so on. The goods were bought at the same price as each individual customer would have paid, and each customer received from Reynolds & Son the receipted counter check of the fur, furniture, or notion house in S. It saved them a trip to the town and the loss of the time.

What was of more importance, it kept the customers of Reynolds & Son from buying out of the village anything that could be bought in it. It kept the money circulating at home, which helped to build up the local district and to make the people happier.

Reynolds & Son probably received the greatest benefit. The rig had to go over every Thursday anyway. That meant one man’s time, his dinner and feed for the horses. The 10 per cent. commission gave them enough to pay all expenses and a profit besides and they sold more goods from their own store.

Occasionally they ran into "bargains" in the department stores and often picked up some fancy goods for themselves which they were able to place on sale at an attractive profit. If they wanted anything for their own use from any of the stores in the plan, they secured the 10 per cent. commission which meant that much discount in such a case. If a customer was not pleased with the purchase, it was either taken into stock or exchanged on the next trip. But that seldom happened as care was taken in receiving instructions.

Load Going Both Ways.

Frank Reynolds observed one drawback to all this when the plan got working well. Villagers and farmers were greatly pleased with the service. That was plain because this trade had grown wonderfully and so had their own. But every Thursday morning the big two-horse wagon went out of the village empty. Here was waste motion and waste energy. Was there no remedy for that?

Following Wednesday evening, the young man went into the telephone office in the store with a list of names of all farmers on the route to S. who had rural phones. This was a representative conversation:—

"Good evening, Mr. Allan; this is Frank Reynolds speaking; just thought I would call you up to say that I'm going into town in the morning with the empty rig and to ask if there was anything you needed—it might save you a trip and I could take it along just as well as not."

The very first farmer spoken to wanted a milk pail and a plough point; and his wife wanted a sack of flour. A few more phone connections brought other orders, and next morning when the wagon rolled out of the village it contained some $40 or $50 worth of groceries, hardware and dry goods. The farmers were delighted. When delivering these goods Frank took orders to fill in town for some things for the women folk.

Mail Order Houses Get Set-back.

His entire theory had worked out splendidly and his father now blesses the day that brought his son into the business. The mail order houses are finding it mighty difficult to get any trade in that district. Personal service and the flesh and blood power of personal contact, following a close study of existing conditions, turned the trick.

* * *

In a New Ontario town a live general dealer accidentally hit upon a good method recently that has hurt the entire trade of the mail order houses there. A woman customer came to him with a coat she had bought from the ——— ——— Co. mail order house, Toronto. The catalogue showed it up in its best light and so she had sent down $18 for it.

But her dream of a "bargain" was badly shattered. The coat was not what she had expected. It didn't fit her exactly and the cloth and color were not at all to her taste. So she brought it into the local dealer to effect a trade if possible.

The merchant looked it over and found that it was not nearly as good a coat as the kind he was selling at $10 to $12. He really didn't want it, he said, and told the woman so. She persisted; and then a bright idea struck him.

"I'll allow you $10 on a new coat," he offered and the offer was accepted.

That afternoon he placed a sample of his own coats in the window beside the one from the mail order house. On the latter appeared the original counter check from the big Toronto firm with the name of the woman turned down. This bill showed that $18 had actually been paid for it. Then on a card appeared the following: "Mrs. ——— paid $18 for this coat at (name of mail order house) Toronto. See what we are selling for $10 and $12."

This exemplifies the aggressive dealer who seizes the accidental opportunity to exclude from his own town the mail order house parasite.

Continued Strength Looked for in Tea Market

While Production In India Has Been More Favorable, Shipments Have Shown Decline—Ceylons Readily Purchased on London, Eng., Market—No Change in Price to Consumer Increases Consumption in Great Britain.

Reports from the East Indian tea growing districts, via London, England, give further evidence of the continued strength in the tea market. One report dealing with November conditions says:

"The weather up-country has been very favorable for production during the past month and judging from figures already received we estimate that the total Indian crop will appear from two to three million pounds ahead when the October figures are available. To counterbalance this, however, we have the news to hand that the shipments from Ceylon are about two million pounds short on the month and in all probability when the month's figures are published, Java will also show an appreciable shrinkage on last year's output.

"Russia alone has already this year taken four and a quarter million pounds more than last year to date.

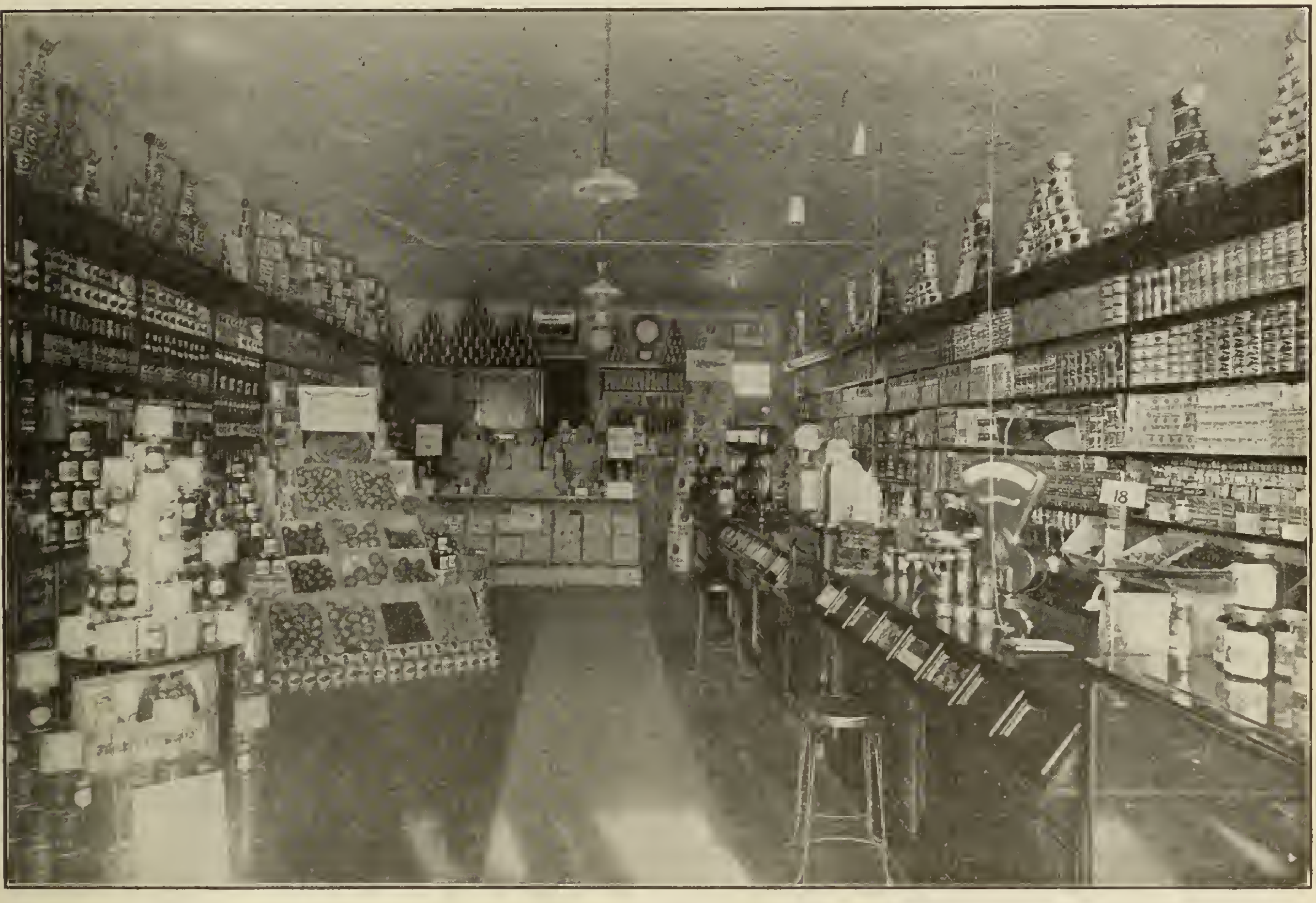
"These various factors taken together with the depreciated stocks in London and the enhanced deliveries in the United Kingdom make the position appear very strong and we do not look for any break in the market for some time to come."

Another report says that "the offerings of Ceylon at London public auctions for November were 65,000 packages against 83,000 packages in the same month of 1912. The quality generally was fair, and, as the totals offered each week were exceedingly small, the whole of the teas were readily taken at steady prices with here and there some advance."

Dealing with British consumption it adds:—"The demand has been maintained in a remarkable manner and, so far, there is no indication that the increased first cost is causing restricted use. The explanation is that there is no change in the prices asked from the consumers. All that has happened is that quality is doubtless in many cases somewhat inferior and distributive profits reduced. The increase in home consumption during the eight months expired of the financial year has fairly well justified the estimates of the Chancellor of the Exchequer when introducing his last Budget, which at the time were considered by most tea trade authorities to be too sanguine. The explanation may be found in the fact that, owing to the operation of the Old Age Pensions and the National Health Insurance Act, there is now always a certainty of money circulating amongst those who formerly were liable to be short of it, and as tea is, water excepted, the cheapest and most convenient of liquid beverages, the sale of it has, amongst the poorest of the population, been increased."

Absolute Knowledge of Progress of Business

The Methods of George Arnold, Toronto Grocer, For Knowing all About His Business With Little Work—Has Only Eleven Credit Customers and These Pay Every Month—Cash Register Takes Place of Bookkeeper—Stock-taking Every Three Months.



A good example of a bright, clean, inviting store. Note the display table on left: the pile of fruit, the pyramid display of flour, the pivoted bin fixtures, computing scale, coffee grinder and large cash register. This is Geo. Arnold's store at 924 Queen St. E., Toronto.

"WHEN I know where I'm at I can do more business."

It is by this rudder that George Arnold, a young grocer at 924 Queen St. E. steers the ship of trade. Mr. Arnold was a traveler for E. W. Gillett & Co. until a couple of years ago when he decided to go into the grocery business.

Look at the picture of his store shown on this page and observe the large cash register between the two counters on the right. This is what supplies him with the concise knowledge that makes his recreation a pleasure and his slumber undisturbed. But more about this later.

The photograph shows neatness, cleanliness, and business agressiveness. Note the attractive counter and shelf displays. The counters and lower shelves are fitted with modern patent pivoted bin fixtures thus utilizing a much greater percentage of possible display place than usual, and at the same time keeping the goods free from dust in air-tight compartments.

Uses Tables for Showing Goods.

Mr. Arnold is a strong believer in display. Observe the attractively arranged table on the left on which appears canned goods; the banked up display of fruits back of it; the neat array of eggs towards the rear; the pyramid of flour which almost reaches the ceiling in the back right hand corner; the show case inside the door and the goods so invitingly arranged on the counter.

"The more the customer sees, the more she will purchase," is a truism in the opinion of Mr. Arnold.

Here is one example:—Some time ago when he was purchasing soap, he suggested to the traveler that the remainder of the order be filled out with an assortment of toilet soaps. He bought about five cases for the first time and placed them on a little display stand on the left. A neat show card entiled, "If you want a good complexion get a box of these toilet soaps, 25c," was put on the display. In a few weeks the stock was down to about a case. The display and the salesmanship talk on the card had done the trick, again emphasizing the power in the hands of the live dealer to sell goods upon his own initiative.

Is the Customer a Good Judge?

In this store show cards are always prominent. Some recent ones read:—"Cape Cod cranberries and turkey make the ideal Christmas dinner;" "Choice dates—3 lbs. for 25c.; "Crawford peaches canned in thick syrup, 2 cans for 25c." The perversity of human nature one might say, or rather the unreliability of the average woman to make her own selections is well illustrated by an experience with the above mentioned canned peaches.

"I showed those peaches outside the door," said Mr. Arnold, "putting on a ticket reading '3 for 25 cents.' Scarcely any were sold. But when I brought them inside and used a ticket reading '2 for 25 cents,' they sold splendidly. Apparently because the peaches were shown outside, customers considered them of a cheap grade, the cans and labels being subject to the dust of the street. But when a neat display was made on that small table and the show card used the sales picked up nicely even at the higher price."

This also illustrates the present tendency of the housewife to do her buying more carefully with a view to greater cleanliness and better sanitary methods as opposed to cheapness. Mr. Arnold would prefer to sell all goods kept inside the store but as it is somewhat general in his district to show many outside he has practically been obliged to do the same.

How Credits Are Attended To.

Mr. Arnold's methods in looking after accounts are particularly appropriate now in view of the tendencies to tight money. His principles in this regard might be summed up as follows:—

(1)—Cash is demanded from every customer (apart from eleven) who comes into the store.

(2)—With all goods sent to phone customers (with the exception of the eleven), goes a C.O.D. counter check slip. This is made of red paper and marked in large type at bottom C.O.D. to distinguish from the regular white counter check slip given to a customer in the store.

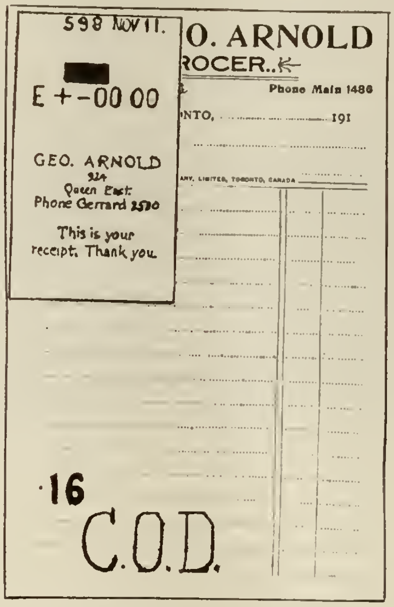
(3)—Credit is given to very few (eleven in all) and these on a strict monthly basis.

In this way Mr. Arnold gets the money for all goods sold and is at no handicap whatever on account of delinquents or slow pays "getting in" on him. With every cash sale over the counter the customer gets a cash register receipt. A register receipt also goes out with every C.O.D. order. It is riveted on the upper left hand corner by a small riveting machine so that it cannot become detached from the C.O.D. counter check. Thus every customer gets a receipt and every sale is registered on the cash register.

What Cash Register Supplies.

This cash register is a large one with several keys and drawers. It takes the place of a bookkeeper and tells Mr. Arnold just where he is at always. It has an adding machine attachment which is very handy. The salesmen's keys are lettered of course, A, B, C and D, one for each and there are those marked "motor, cash, cash slip, charge and received on account." Another row reads "Goods purchased, bills paid, expenses and total."

This makes it a simple matter to know at the end of each day the sales made by each clerk as well as the total for the day. The "charge" and "Rec'd on Acc't" keys show what the eleven credit customers purchase and the amount of money that comes in from them. The difference gives the outstanding indebtedness at any time. The "Goods Purchased" key is used more frequently in the Arnold store than in many others. Every invoice, no matter how large or small, goes through the cash register. When an invoice is paid it is checked over on the register. Outstanding liabilities, or what he owes, is the difference between the two. The "Expense" key is used, of course, to show running expenses — everything paid out for wages, light, fuel, insurance, delivery, etc. At the top of most cash registers there is given the total moneys received from cash sales. At the top of the Arnold register the total shows the amount of merchandise sold, both cash and credit.



598 NOV 11.

[redacted]

E + -00 00

GEO. ARNOLD
324
Queen East
Phone Gerrard 2530

This is your receipt. Thank you.

O. ARNOLD
ROCER..

Phone Main 1486

NTO, ... 191

ANY, LIMITED, TORONTO, CANADA

·16

C.O.D.

This illustrates how Mr. Arnold attaches cash register receipt to all counter checks going out with C.O.D. orders.

By dividing the total cash and credit sales at any time by the expenses, he knows exactly what it is costing him to do business. Thus does the cash register serve as a complete bookkeeper for him. Here is an instance where it is worked to the fullest.

Inventory Four Times a Year.

Stock is taken in this store every three months. This keeps him in close touch with what money he is making and what lines should be pushed more strongly. It prevents dead-stock and therefore loss.

Besides the bin fixtures and cash register already referred to, Mr. Arnold has computing scales, electrically driven coffee grinder, a large display refrigerator and silent salesman among the fixtures.

Double Checks on Parcels.

Mistakes in delivery are prevented by a double check on all outgoing goods. Practically all goods are put up on a rear counter, the work being assigned to one clerk with the others helping in spare time. This system permits of clear space at the main counter for customers to do their ordering. By double checking all outgoing orders by the clerk who puts up the goods and by the driver who receives them, any shortage heard of can be easily traced.

George Arnold believes in early closing. Every night at 6.30, except Friday and Saturday, his doors are closed. He could, he says, keep open and probably do a little more business but he maintains that every man should be able to make a living without working all the time.

*

Grocers' Letter Box

Editor Canadian Grocer.—Will you kindly give us an address where we can obtain beans (lentils) and split peas (yellow)?

Berlin, Ont. C. P. C.

Answer.—Lentils may be purchased from Chas. Ciceri & Co., corner Church and Colborne Streets, Toronto; split peas from Morrow & Co., 39 Front Street E., Toronto, and Lind Brokerage Co., Wellington Street, Toronto.

*

"With all due deference to certain people who claim that cold storage has nothing to do with the high cost of living, I believe that the cold storage system can be seriously abused and may very considerably affect the cost of living," says George Bradbury, M.P., for Selkirk, who is preparing a bill to introduce into the House of Commons at next session which will have for its purpose the regulation of cold storage plants.

THE LAST CALL.

Photographs and advertisements for Canadian Grocer's Christmas contests may be mailed up to December 31. There is time yet for any who wish to enter these competitions to send along the window pictures and newspaper advertisements. The contests promise to be lively—but the more the merrier.

192 f